

# PRINTERS' INK

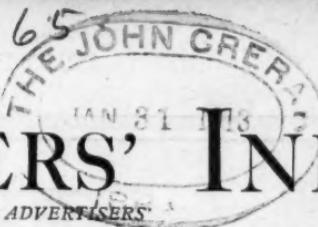
A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXII

NEW YORK, JANUARY 30, 1913

No. 5



## The 1913 Edition of the American Newspaper Annual and Directory Is Ready for Delivery

Price Five Dollars  
Carriage Extra  
Postage Sixty Cents  
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Publishers

N. W. AYER & SON  
Philadelphia

## FARMING TAUGHT BY MAIL

By 23 Experts of national reputation. Scientific Farming in all its branches for farmers and prospective farmers, men—women. General Farming, Poultry, Small-farm Course, Truck, Fruits, Stock, Dairy, Soil, Flowers, Bees, Mushrooms, Veterinary, Agriculture, Weather, Water Power, Soil Conservation, etc., free.

### Valuable Book Absolutely Free "How to Make the Farm Pay More"

Plants safe way out for city folks, more profits for farmer. Gives facts you should know whether farmer or not. Get this free book today if you want more farm profits or are tired of struggling along in uncertain city life. (No agents.)

America Farmers School, 266 Lord Ave., Minneapolis, Minn.  
(Original and Largest Correspondence School of Farming)

*A Sign o' the Times*

A decade or so ago this advertisement wouldn't have been even a joke—it would have been a ticket to Matteawan.

People wanted to learn book-keeping or advertising or engineering. But farming! Well, farming was in the "poor, but respectable" class—with some doubt as to the latter attribute.

"The world do move." And business with it.

\* \* \*

This change has come partly through changed conditions and partly through education.

For years the Standard Farm Papers have been showing the farmer how to make his land pay bigger profit. How to increase his yield and decrease his expense.

The Standard Farm Paper specializes. It gives general news, but more particularly it gives special news.

It deals with the intimate problems of a special class or section in an intimate way.

You can use Standard Farm

Papers as units to cover a given section. Or you can use them collectively as a *national* medium with 11 publishers.



THE MARK OF QUALITY

### Standard Farm Papers

are  
Hoard's Dairyman  
Farm  
Papers  
of  
Known  
Value  
The Breeder's Gazette  
Wallaces' Farmer  
Kansas Farmer  
Wisconsin Agriculturist  
Indiana Farmer  
California Country Journal,  
San Francisco, Cal.  
The Farmer, St. Paul  
Oklahoma Farm Journal  
The Ohio Farmer  
The Michigan Farmer

Wallace C. Richardson, Inc.  
Eastern  
Representatives,  
41 Park Row, New York City.

George W. Herbert, Inc.,  
Western Representatives,  
First National Bank Bldg.,  
Chicago.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXII      NEW YORK, JANUARY 30, 1913

NO. 5

## Sales Districts and Advertising Zones

"Are we organized in the most effective way to get sales—to make our advertising count?" is a question many manufacturers are asking themselves. It is time they did so. Poor organization ought to be made to share with bad sales management a good deal of the blame that has been unjustly laid at the door of advertising.

Some of the more important manufacturing houses have gravitated or are gravitating toward the zone or district form of organization for selling and advertising. They divide the country into several natural divisions; establish branch houses and either delegate the function of advertising in these divisions to the branch houses or else make this advertising pertinent to each territory.

It is a very excellent thing to do, for some houses, but there seems to be a lack of adequate knowledge as to how it is being done. The following is the first of a series of articles and shows the experience of one large house with reference to the character of its organization.

By Clyde E. Horton,  
Manager Advertising Department, Sher-  
win-Williams Company, Cleve-  
land, Ohio.

When sales work for an organization like ours becomes fairly well developed in different parts of the country, it is a difficult matter to handle all details of the advertising from headquarters. In order to give the sales force proper advertising support, it is advisable to have a local promoting and advertising department in each district of the business.

Close co-operation of this kind means that the advertising problems of each district are given special attention. Local conditions are better understood and the follow-up work is in every way handled to better advantage. In this way general campaigns planned and executed at headquarters are followed up closely and made to fit in with local conditions.

Our organization consists of nine districts and each district has its local promoting and advertising department. A complete line of regular advertising features is

kept in the stock of each promoting department and the promoting department manager is in each case in practically as close touch with the salesmen of the district as is the district sales manager. All advertising orders coming in from the representatives must be approved by the promoting department manager.

In this way it is possible for the advertising department, through its local promoting managers, to keep in very close touch with the conditions in every territory. The promoting department manager can as a rule determine as to whether advertising schedules are too high or not. He is familiar with his dealer's requirements. He knows whether expensive advertising features ordered by the salesmen have been supplied to those dealers previously. He is in a position to cut down advertising schedules when necessary and to furnish the dealer with features which he can use to best advantage.

In addition to the general campaigns being issued from the ad-

vertising department at headquarters, many special campaigns are being worked out by the local promoting manager; special campaigns for new dealers, to the architect, painters and decorators, building contractors, etc. These special campaigns can in this way be suited to the conditions in the district. Campaigns of this kind planned for the Pacific Coast district or for the Texas district should unquestionably be handled by methods different from those carried on in the New England district.

This system makes the advertising a real part of the sales work. The local promoting and advertising manager is reporting both to the advertising manager at headquarters and to the district sales manager.

The work in the advertising department at headquarters is carried on by superintendents who look after different parts of the work.

The superintendent of the editorial department has charge of all copy work.

The superintendent of the promoting department has direct supervision over the promoting and advertising department managers in the various districts. He spends considerable time in traveling from one district to another, spending a week at a time with each promoting department manager.

The superintendent of the art department has charge of all plates, all art work, engravings, photographs, etc.

The superintendent of the decorative department has charge of the special decorative service.

The chief clerk has charge of the shipping and general office work at headquarters.

#### GRADUAL DEVELOPMENT OF SYSTEM

This method of developing the advertising service right along with the sales has been carried on for many years. It developed gradually as the various districts became so large that the same individual and close attention could not be given the question of advertising from the general adver-

tising department. Each district is a unit as far as the advertising department is concerned, but is divided in the sales work into divisions.

Each division has its sales manager and its score of representatives reporting to the sales manager direct, the sales manager in turn reporting to the district sales manager and the district sales manager reporting to the general manager of sales and distribution at headquarters. The list appended gives the locations of the various district, division and warehouse offices. The location of the various district offices shows approximately the territory which each district comprises.

PRINTERS' INK asks what the characteristics are of our zonal or district advertisements. All of our direct mail advertising and special work of that kind might be called district advertising and then again some of the publications we use might be classed as district advertising, but very little of it is handled as district advertising.

Take, for instance, some of the state farm papers. All of this work is handled from the general advertising department, keeping the district promoting department manager in each case thoroughly familiar with the plans. There would be a great mass of advertising which might be classed as district advertising. It would include all store displays, window trims, color folders, enclosing slips, special campaign features, etc.

Our organization by districts is as follows:

#### CENTRAL DISTRICT

District Manager.

Promoting Manager.

Cleveland Sales Division—Sales Manager.

Buffalo Depot—Superintendent.

Detroit Store—Manager.

Binghamton Stores—Manager.

Pittsburgh Depot—Superintendent.

Cincinnati Sales Division—Sales Manager.

Indianapolis Depot—Superintendent.

#### WESTERN DISTRICT

District Manager.

Promoting Manager.

Chicago Sales Division—Sales Manager.

City Sales Dept., People's Gas Bldg.—

Manager.

Northwest Sales Division, Minneapolis

—Sales Manager.

# Everybody's Readers Its Friends—

By reason of its fearless, positive, progressive policy, the readers Everybody's Magazine attracts become its warm supporters.

No lukewarm attitude is possible towards such a straight-from-the-shoulder publication. Its readers are its friends.

This fact gives an additional value to Everybody's as an advertising medium. Your advertising in Everybody's will meet with a warmhearted response. Secure the weight of its influence with its friends by telling your sales-story in its pages. March forms close Feb. 5th.

# Everybody's Magazine



*Advertising Manager  
New York*

W. R. Emery,  
Western Manager,  
Marquette Bldg., Chicago

(Average Monthly Net Guaranteed Circulation 600,000)

SOUTHWEST DISTRICT  
 District Manager.  
 Promoting Manager.  
 Kansas City Sales Division, Kansas  
 City—Sales Manager.  
 Denver Depot—Superintendent.  
 Omaha Sales Division—Sales Manager.

TEXAS DISTRICT  
 Texas Sales Division—Sales Manager,  
 Promoting Manager.  
 Houston Depot—Superintendent.  
 San Antonio Store—Manager.

MISSISSIPPI VALLEY DISTRICT  
 St. Louis Sales Division—District  
 Manager, Promoting Manager.

SOUTHERN DISTRICT  
 Birmingham Sales Division, Birmingham—  
 District Manager, Promoting Manager.  
 New Orleans Sales Division—Sales  
 Manager.  
 Savannah Sales Division—Superintendent.

ATLANTIC COAST DISTRICT  
 District Manager.  
 Promoting Manager.  
 New York City Sales Division—Sales  
 Manager.  
 Newark Sales Division—Sales Manager.  
 St. Railway Department—New York.  
 Manufacturers' Sales Department—New  
 York.

Export Department—Sales Manager.  
 Central Atlantic Sales Department—  
 Philadelphia, Sales Manager.  
 New England Sales Division—Sales  
 Manager, Promoting Manager.

PACIFIC COAST DISTRICT  
 District Manager.  
 Promoting Manager.  
 San Francisco Sales Division—Sales  
 Manager.  
 Railway Sales Department—  
 Northern Pacific Sales Division—  
 Sales Manager.  
 Seattle Depot—Superintendent.  
 Spokane Depot—Superintendent.  
 Southern Pacific Sales Division, Los  
 Angeles—Sales Manager.

NOTE.—Other important articles on  
 the subject of zonal organization and  
 advertising will follow.

#### GAINS INSTEAD OF LOSSES

PRINTERS' INK desires to correct an error in the summary of advertising carried by the magazines during 1912, as published in our issue of January 28, pages 112 to 115. The table made it appear that the *People's Home Journal* has sustained losses in its advertising patronage during the past year, whereas the direct opposite is the fact. The summary gave the figures of this magazine as follows:

118,941 lines for 1912  
 144,320 lines for 1911  
 158,519 lines for 1910

These figures should have been:  
 113,949 lines for 1912  
 111,927 lines for 1911  
 82,440 lines for 1910

The preparation of the statistical tables in our January 28 issue represented several weeks of clerical work, and the chances for error were very great in handling so large a mass of figures.

#### HOW THEY FIND OUT WHERE THE PRICE IS CUT

LITTLE DANGER FROM A CUT PRICE  
 UNLESS IT IS ADVERTISED—CAN  
 RELY UPON THE CUTTER'S COM-  
 PETITORS TO KICK AS A RULE—  
 THE GILLETTE SYSTEM AS EX-  
 PLAINED BY THE COMPANY'S GEN-  
 ERAL COUNSEL

*By John P. Wilder.*

"My product is sold by 15,000 dealers throughout the country," writes a manufacturer, "and it is particularly important to me that the price be maintained. The product is patented, so that I can protect my rights, provided I can locate the price cutter. How can I be sure that dealers are not cutting the price on my goods, and how can I make it absolutely certain that I shall find out every instance of its being cut?"

Probably this manufacturer is not alone in his fear that the value of his goods is being deteriorated by price cutting which he knows nothing about, but, granting that the manufacturer is using reasonable diligence, there is one particular and fundamental reason why such price cutting, if it is going on, is not very harmful. It is this: a cut price is of no earthly use unless somebody knows about it, and the "secret" price cutter is doing himself much more harm than he is doing to the goods. The only sane reason a man can have for cutting prices on standard goods is to get people into the store so that he can sell them other goods at a profit, and a cut price which is not known outside the four walls of the store doesn't persuade anybody to come in, and it is very doubtful if it ever sells any more goods to those who are already in. The cut price which really does any harm is always advertised in one way or another, and the manufacturer is pretty sure to find out about it if the cutter has any competitors in town. So the cut prices which the manufacturer does *not* find out about are comparatively harmless because nobody else is

# The Farmer's Wife Offers the Largest and Strongest Exclusive Circulation Among Farm Women

The Farmer's Wife is the only publication in America that is devoted exclusively to the interests of farm women.

There are 7,000,000 farm families in the United States with one to three women in each family. These farm women are the buyers of more merchandise each year than is bought by any other class of people in America. They buy most of the supplies for 7,000,000 farm homes, and most of these homes are prosperous and have great merchandise consuming power.

Farm prosperity is greater, more uniform and more stable than the prosperity of any other class of people.

The Farmer's Wife, devoted exclusively to the interests of farm women, has a circulation of 625,000, and this circulation is growing at the rate of 100,000 to 125,000 per year.

It is an unexcelled medium for the sale of women's clothing, household supplies, flower seeds, or any other merchandise that appeals to prosperous farm women.

Rates and other particulars furnished on application. Forms close from the 12th to the 18th of the preceding month.

## THE FARMER'S WIFE

ST. PAUL, MINN.

Webb Publishing Company, Publishers.

George W. Herbert, Inc.  
Western Representatives  
600 First Nat'l Bank Bldg.  
Chicago, Ill.

Wallace C. Richardson, Inc.  
Eastern Representatives  
41 Park Row  
New York City.

likely to find out about them either.

As a matter of fact the dealer's competitors are the very best sources of information as to cut prices, and can be relied upon to furnish the information desired unless they are engaged in the same practice themselves. Of course, if the price is so thoroughly shot to pieces that it is the great exception to find it intact, it is next to impossible to put it back on a maintained basis, and the information wouldn't do the manufacturer any good if he had it. But if the cut price is the exception, the dealers themselves can be relied upon to shoot the facts to headquarters.

Without much doubt the retail price of Creme Elcaya is as rigidly maintained as that of any article sold through jobber and dealer, whether patented or unpatented. It is not at all uncommon to see Creme Elcaya displayed prominently upon a cut-price counter, surrounded by an assortment of fifty cent articles marked 39c, twenty-five cent goods marked 19c, and dollar goods at 69c, with a placard marked in large letters "50 cents." Stores like Riker & Hegeman, Liggett's and the Standard Drug Company, as well as department stores like R. H. Macy and Henry Siegel Company, who are as likely as not to advertise many of the best known price-maintained goods at cut prices, as leaders, get the full price for Elcaya. They know if they cut the price it will shortly be difficult for them to get the goods and the line is too profitable to sacrifice.

James C. Crane, the sole agent for Elcaya toilet specialties, says that he has almost no trouble at all keeping track of cut prices without any system of espionage whatever. The moment a cut price is advertised, a competitor of the store is dead certain to send in a copy of the ad, and frequently the cutter himself writes in explaining how it happened and agreeing not to do it again. Sometimes a new advertising man will pick Elcaya for a cut without knowing that it isn't on that list,

and once in a while a typographical error makes the price 45 cents or 30 cents. Mr. Crane says he has practically no trouble at all with price cutting in the big stores, because none of them try it. They know that the other fellow won't, so they don't want to. It is only the little, obscure fellow with a half dozen jars which have grown dusty on his shelves who cuts the price, and he doesn't do very much damage because he never advertises it.

A member of the Crane organization said that he once stepped into a small drug store on upper Madison avenue, New York, and asked for Elcaya. The proprietor pulled a dusty jar off the shelf. It was marked 40c.

"What are you marking this down for?" asked the representative. "Don't you know you might as well get 50 cents for it?"

"Riker's selling it for 40," said the druggist, which was pure surprise on his part. He judged that Riker was underselling him on that since it was true for pretty nearly everything else in the toilet goods line.

The representative offered to bet the price of the jar of cream that Riker wouldn't sell it for less than 50 cents. "Tell your cashier to go down to Riker's and buy a jar," said he. "Have her bring back the receipt from the cash register. It will have the amount she paid stamped on it."

It was only necessary to show the druggist that his competitor was *not* cutting the price to get him to restore it. But these isolated instances do little harm because they do not publicly depreciate the value of the goods.

Other means of ascertaining when prices are cut are by the sales force, who can be expected to report any instances they run across, and by means of clipping bureau service. The former method is not altogether satisfactory unless the company is organized on a basis which keeps its salesmen going over the entire field very frequently. A salesman who visits his trade only once in three or four months is not much use as a price-cutting detective,

# A New World's Record

In 1912 THE CHICAGO TRIBUNE printed the greatest volume of advertising in the 65 years of its existence, showing a gain of nearly half a million lines over 1911. No other Chicago Morning Paper gained in the same period.

In 1912 THE CHICAGO TRIBUNE also printed by far the largest amount of automobile advertising in its history, the total display and classified combined being 766,867 agate lines, which was

a gain of 194,810 agate lines over 1911.

In 1912 THE CHICAGO TRIBUNE not only printed far more automobile advertising than any other Chicago Paper, but also 53% more than the first paper in New York City.

Of the replies received in a canvass of Chicago automobile owners, just completed, THE TRIBUNE is named as the favorite Morning Paper by more than twice as many as named the next Chicago Morning Paper.

**The Chicago Tribune**  
The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office:  
Room 1207 Croisic Building, 220 Fifth Avenue, New York City

whereas the manager of a branch office with a force of salesmen covering his entire field continuously is a mighty fine source of information to headquarters. The clipping bureau can be relied upon to produce all advertisements in which the name of the product is mentioned, but somebody must be paid to sort them over on the possible chance that one out of a thousand *may* contain a cut price.

Indeed the competitor of the price cutter seems to be the mainstay as a source of information. Victor Garrett, treasurer of the Franco-American Food Company, Jersey City, N. J., writes:

We do not always find out when the prices of our goods have been cut, but we are very certain to learn of it if there is a competitor of the price cutter in the same town, because the competitor is sure to bring any ad of our goods at a cut price to our attention. It sometimes happens that our salesman gets the information ahead, but that is seldom the case. We have no separate organization or any other means to ascertain when the prices of our products are cut.

As a rule the dealer's self-interest is sufficient to prompt him to kick to the manufacturer when he finds a competitor underselling him, but sometimes it is advisable to let dealers know that reports of price cutters are appreciated. H. C. Goodwin, advertising manager of E. Kirstein Sons Company, makers of Shur-on optical goods, Rochester, N. Y., says:

The problem of getting information as to whether certain dealers are not maintaining prices is a problem which has not been very hard for us to solve. Three months before we put our restricted prices into effect, we circularized the trade very thoroughly and invited the dealers to send in newspaper clippings and evidence of anyone who was not maintaining the prices fixed. We also employed the services of the clipping bureau from time to time. The salesmen were also on the lookout and always reported any instances where they had reasons to believe that prices were not being maintained. To sum it all up, we keep a check on the matter through these sources: Information sent by dealers maintaining prices and asking for our protection against those cutting them; ads received through clipping bureau; reports from salesmen.

R. E. Shanahan, secretary and general manager of the Bissell Carpet Sweeper Company, Grand Rapids, Mich., also relies upon the dealer's competitors as the chief

source of information. Mr. Shanahan says:

There is little difficulty in discovering a price cutter, as you may be sure his competitors will report the cutter very promptly.

The moment a cut is reported to us we take the matter up with the offender, and we are always able to adjust the cut without going to litigation. Once a dealer knows the situation, and that the manufacturer of a patented article has the legal right to fix the price on his commodity, and that before the law a price cutter becomes an infringer of the patent, he will promptly fall in line and maintain the price.

A manufacturer who is selling a patented article and who has a well organized fixed price system, should have no difficulty in maintaining his prices. When a dealer cuts the price he should be advised that it is not only a violation of the manufacturer's fixed price policy, but also a violation of the law. This should be supplemented with a few of the more important decisions of the Supreme Court, sustaining the right of the manufacturer to fix his price.

The price of the Gillette safety razor is so well maintained that Thomas W. Pelham, general counsel for the Gillette Safety Razor Company, is able to state that he does not believe that there has been a case of open price cutting in five years which the company has not known about within twenty-four hours. The following is Mr. Pelham's description of the system by which such results are obtained:

"Gillette razors bear a serial number, the serial number is stamped on the razor handle and also on the pasteboard carton containing the same. We keep a record of all shipments of all serial numbers so that we know in every instance what serial numbers went to a certain jobber, and what numbers went to certain retailers, etc.

"If we hear of a retailer buying under the restricted resale price it is easy for us to ascertain the source of such retailer's supply by reason of the serial number, and we are then enabled to take up the question of price cutting with the jobber.

"If, on the other hand, the price cutting is on the part of the retailer in selling to the consumer, we can ascertain from the serial numbers of the razors in the dealer's stock where he obtained his

*The Literary Event of the Year*

# Theodore Roosevelt's Chapters of AUTOBIOGRAPHY

The first installment will appear on the twenty-second of February in *The Outlook*, and later installments in the succeeding monthly magazine numbers of the year.

**M**R. ROOSEVELT will relate in familiar and intimate fashion the stirring events of his first half-century of life. He has taken part in so much and has done so many things that what is now to be told is largely a matter of selection.

He will tell serious and amusing incidents—will give sidelights on happenings that have interested and puzzled the Nation. He will write about events as he has known them personally—as a participant. So much of the personal side of public events as may properly be made known at this time Mr. Roosevelt will relate in these papers.

He will tell of the Standard Oil and Sugar Trust prosecutions; of the voyage of the battle fleet around the world; of the creation of the Inter-State Commerce Commission; of the Panama Canal; and of many other historical events in which he had so large a part.

He will deal not only with events, but with the men who made the events.

# The Outlook

supply, and thus get the moral support of the jobber in getting the retailer to maintain prices without compelling us to resort to the courts.

"Gillette razors are now widely distributed. Fully fifty thousand retailers throughout the United States are handling them, and practically every jobber in the United States who handles cutlery of any kind handles the Gillette razor.

"The price of the razor being fixed, the retailer is quick to note any offer of the razor at a cut price either in the newspapers or a cut price in a show window, or by secret rebates to the consumer, as such consumer is almost certain to disclose to some other retailer the facts.

"As soon as a cut price is made by a retailer in any of the above mentioned ways, one or more retailers in the town or city will write or wire us, or write or telegraph his jobber with respect to the price cutting. The source of the information thus reaching us is kept confidential, but we immediately take up the question of price cutting on part of the dealer, and serve notice by wire or mail.

"In addition to the above our large force of traveling salesmen are visiting all of the large trade throughout the United States and are constantly alert for secret or open price cutting; and in addition to their observances they are kept advised by the trade upon whom they call, and they in turn advise of any price cutting or alleged price cutting.

"Thousands of salesmen throughout the United States representing the various jobbing houses know of the restricted price on Gillette goods, and are certain to note any price cutting on the part of retailers, and such salesmen invariably inform their jobbing house, which in turn notifies us.

"In these various ways we have an army of people who are aiding us not only in maintaining prices themselves, but in assisting us to keep all of the trade in line. We do not believe there has been a single case of price cutting on

Gillette goods in the past five years that was open and notorious that has not been brought to our attention within twenty-four hours. We doubt if a single case of secret rebate or price cutting has not been brought to our attention almost immediately through some of the various channels to which we have referred.

"The retailer and jobber have recognized the great benefit accruing to them respectively by reason of a fixed resale price on Gillette goods, and hence have not only been willing to keep the prices themselves, but to aid us in seeing that the thousands of dealers who make a practice of selling goods at a cut price keep the restricted price on Gillette goods."

#### STATE TRADE-MARK LAWS INADEQUATE

Judge Homer C. Underwood, of Washington, D. C., speaking on trade-mark law, January 15, before the Cleveland Ad Club, emphasized the need of uniform trade-mark laws in the states, saying the state laws were weak.

A model state law, Judge Underwood said, ought to contain these provisions: That the applicant might register his trade-mark with the Secretary of State, giving date of its adoption, length of use, how used and filing a drawing of it; definition of the kind of trade-mark that could be protected; how contests over trade-marks should be conducted; provision for cancellation or abandonment of trade-marks; provision for issuing certificate showing exclusive ownership of trade-mark by the person registering it, unless some other person, claiming a superior right to it, asserted his claim within three years; payment by an infringer of costs of lawsuits, and payment to trade-mark owner of damages and of all profits made by infringement.

Judge Underwood suggested that the Cleveland advertising club have competent lawyers draft a proposed state law, if desired. The ideal remedy for the present situation, he said, would be to amend the United States constitution so the entire trade-mark matter might be controlled by the Government.

Harry H. Lozier, formerly advertising manager of the Varsity Cigar Company, New Haven, Conn., is now associated with the Trades Advertising Agency, of New York, managing the contract and copy department.

William A. Schmidt, formerly head of the art department of Nelson Chapman & Co., St. Louis, is now with the Lesan Agency, New York.



## The things to accomplish in an advertisement are:

1. Get seen.
2. Get read.
3. Get believed.
4. Make the reader do what you want him to do.

There are plenty of other things to do in connection with advertising; but these are the main things to do in the advertisement itself.

This is the beginning of an article on "Good Advertising" which we issued last April.

We shall be glad to send the whole article to anyone who applies for it, or to talk with any serious-minded business man about this kind of advertising and what it will do for his business.

**John O Powers Company**

119 West 25th Street New York



# 1912



**The "Other Fellow"  
Was the "Progressive"**



## WHAT 1912 taught National Advertisers

The greatest advertising development of 1912 was the "proving up" of the small-town field by National advertisers.

A new and bigger market for products sold through dealers is now waiting for practically every National advertiser.

THE PEOPLE'S HOME JOURNAL, during the past two years, has been carefully watched by thoughtful advertisers to see the progress of the small-town advertising campaigns and the development of this small-town field by manufacturers. Many considered these campaigns more or less of an experiment and were content to let the "other fellow" do the experimenting.

The "other fellow" was the "Progressive" and to-day is reaping his reward, handicapping all his competitors by this reaching out for a new market through THE PEOPLE'S HOME JOURNAL. The big successes that have already been established in these small-town campaigns through THE PEOPLE'S HOME JOURNAL have lifted the whole proposition out of the experimental class. To-day the small-town field is a reality and the live National advertiser who is not spending a part of his appropriation to secure his proper percentage of the vast volume of business existing in this small-town field is now the exception, rather than the general rule.

# THE PEOPLE'S



# 1913

## IT put the Small-Town Field "On the Map"

THE PEOPLE'S HOME JOURNAL is the magazine that put the small-town field "on the map." Not that THE PEOPLE'S HOME JOURNAL is the only good medium circulating in the small-town field. There are several splendid small-town mediums, but here's the point—THE PEOPLE'S HOME JOURNAL "blazed the trail." It proved the value of this small-town field for advertisers. THE PEOPLE'S HOME JOURNAL "made good" in every one of its small-town advertising campaigns, and the small-town field gained prestige accordingly. Then the whole advertising world awoke to the possibilities of this new small-town market, with the result that to-day THE PEOPLE'S HOME JOURNAL carries a tremendous volume of National advertising in each issue, and now all small-town magazines are liberally patronized by advertisers who once disregarded them entirely.

If you, Mr. Manufacturer, are one of those advertisers who are still holding out from going after this small-town business, we would like to place some facts and figures before you.

We would like to show you that the small-town dealers are ready and willing to handle advertised goods, while your big city dealers, in the great majority of cases, are blocking the progress you are trying to make, through pushing their own brands and their own names instead of your brands and your name. We would like to show you that the so-called "problem of distribution" in the small-town field is as simple as "A,B,C." We would like to show you how we are willing to co-operate with you—to help you merchandise your goods in the small-town market.



**Are You  
"Holding Out"?**



# HOME JOURNAL

# Old Archimedes

was puzzling his brains to find out some way of measuring the specific gravity of objects. He knew that a small piece of lead weighs just as much as a big piece of wood, but he didn't know how to tell the difference in bulk. One day he got into his bath thinking of the subject and noticed just how far the water rose when he got in. In other words, just how much water he displaced. He had discovered what he wanted to know. He was so excited that he jumped out and ran down the street, without stopping to put on his bathrobe, crying "Eureka" at the top of his voice.

That's the way we felt when we discovered that the new size of The American Magazine was just the right size. We stopped, however, long enough to clothe our idea in a few, well-chosen words and here present to you that "the new size of The American Magazine is exactly the right size for both reader and advertiser."

# The American Magazine

Forms for April close February 10th

S. Keith Evans

Advertising Director

New York

## INTIMACY IN COPY—HOW TO GET IT

THE THREE DIFFERENT KINDS OF INTIMATE COPY, AND THE THREE KINDS WHICH SOMETIMES LOOK INTIMATE "BUT AREN'T"—INTIMACY CAN'T BE FORCED, BUT IS A VOLUNTARY CONCESSION ON THE PART OF THE READER

*By Roy W. Johnson.*

A search through the advertising pages will discover plenty of hortatory copy, plenty of familiar copy, and considerable impudent copy—but copy which is truly *intimate* is very scarce indeed.

The hortatory style is particularly in evidence in the women's magazines, and usually starts off by addressing its readers as madam. "Woman, you can't bake beans!" is the burden of its song. It is written throughout in the second person, with plenty of italics. It works itself up to a fever and a perspiration, but after all it is only oratory—a set speech from the floor. It may persuade, or convince, or compel but it isn't *intimate*.

Familiar copy starts off like this:

"Most of us get old, feet first. The bunions get stale, more wearisome and painful. Corns get harder and more stubborn as the feet become more tender. At a time when old people need their feet most, they can use them less, etc."

It doesn't necessarily have to be in such bad taste, of course, but most of it comes as close to the line as possible. It is generally written with a desire to "get under their hides"; to administer a sort of galvanic shock, so to speak. It usually has

the opposite effect as will appear later.

Impudent copy can also be familiar, or it can be just plain impudent. A sample of the latter kind is this:

"Why don't you apply business principles to the business of selling yourself. Isn't it time that YOU have an accounting with YOURSELF? Decide now to take off a trial balance of your own—debit yourself with the long hours, the hard work, the brain fag, and on the credit side set down the small salary and the smaller opportunities of your position. How do they balance up? The discrepancy is startling—you are selling the best years of your life for a pittance. You could earn five to twenty times more money on exactly the same investment of time, energy and mental application by selling yourself as an AUDITOR or CHIEF ACCOUNTANT, but you can't sell what you haven't got in stock."

Impudent copy generally has a heading which reads "Look here, Boob!" It doesn't say that in type, naturally, but it is plain enough.

Now those three styles of copy

### Keep Your Teeth for Life

Of all your youthful charms, your teeth alone you may keep for life. Daughter of youth need not become the sunken smile of old age.

The most dread thief of teeth is "Acid Mouth." You are not aware of the quiet work of acidity until, the enamel weakened, the frayed ends of nerves are exposed. And, most likely, acidity is now working its way to your most delicate nerve. (Dentists say "Acid Mouth" causes nearly all decay.) But, though "Acid Mouth" assails your teeth, be not disheartened. Fight back with

### PEBEKO TOOTH PASTE

which had its origin in the desire of scientists to preserve teeth against acidity. The success of Pebeko in this respect. With Acid Test Papers, which we mail free, you can determine whether you have "Acid Mouth" and by the use of a tube of Pebeko prove that this dentifrice counteracts that acidity. Large (extra size) 50c tubes sold everywhere.

#### Send for 10-Day Trial Tube and Acid Test Papers FREE

Not because you need to make a medical experiment upon yourself but that you may know the power of Pebeko to combat acidity, to cleanse and whitens your teeth, and to keep sweet your breath. We want you to know the pleasantness of Pebeko, a tooth paste not too highly scented and flavored—and remarkably efficient.

*Pebeko is the product of the hygiene laboratories of F. Baierleinf & Co., Hanover, Germany*

*Pebeko points the way to a toothsome old age. If you want to start on that road today, write for the Trial Tube and Test Papers. Send your name and address to*

**LEHN & FINK, 111 William Street, New York**

*Sale license in America for Pebeko Tooth Paste and producer of John W. Fink's Electric Toothbrush*



have their uses, and get results when properly handled. But none of them is *intimate*, as will appear from the very origin of the word which comes from the Latin superlative of the adjective meaning "inside." "Interior" is the comparative of the same word,

which really "get inside." Most of the face cream copy follows this general style: "In order to look fresh and rested at the end of a busy, trying day, absolutely the most important item is a fresh, radiant complexion." Which is about as intimate as "May I help you to the celery?"

The second way to be intimate is to betray an inside knowledge of the reader: a particular and definite understanding of his problems and habits of thought. But it has got to be *inside* knowledge, which is not the common property of every Tom, Dick and Harry who pushes an agency pencil. For example, if I write "In planning your winter clothes you want them to be in style and you want them to be made of the best materials," I am stating only what everybody knows. A woman is not necessarily intimate with the man who tells her she has two eyes and only one nose, but if he can tell her that her eyes shine like twin stars, and get away with it, there are grounds for belief that he is getting fairly well along in her confidence. My statement about style and materials is too obvious.

William Whitman & Co., however, have made practically the same statement intimate, by putting it like this:

"If you are planning new winter clothes—be sure to get our little book 'Fabrics in Vogue.' It tells all about how to get the most successful results in making up the new worsteds—how to handle the high waistline skirt, what to do with the two-piece skirt to make it hang right—" It is intimate because it proves an understanding of the reader's problems which is nearer than that possessed by mankind generally. High waistline skirts and two-piece skirts are in a sense confidential subjects.

This is the easiest way of all to gain intimacy in copy, yet it isn't exactly what would be called plentiful. It is so much easier to be general than particular; so much easier to tell a man that a product will save his time than it is to find out how and where

**Hello there!** Mr. Dad Dispenser—you who furnish the Fellows with Furnishings—Are your Window Cards of the Peacock Eyes? Catch the Passing Plums and not the Passer Eyes?

© Better because acquainted with me. And who *Jam I?* Why, I'm the chap that put the Dash in Haderholzway.

**My name is Dan D. Dresser**

I am a Dapper little Devil who writes Tips that Turn Trade into Buying Togs.  
© Each Month I dole Eight Braisy Sayings  
© and have them artistically printed in colors and mount them on heavy photo card-boards: (Size 14 inches by 21 inches.)

© The First Bunch is now ready.  
It consists of Eight of the most Hilarious Window Cards that you could ever hope to see. The Sayings Sparkle with Splashes of Wits and Flashes of Windm.

**Only One Dad Dealer**  
is a city boy named little  
"Dan D. Dresser" on Dose  
and if you have over  
on either side I'll explain  
how 'twill be done.



THE DAD D. DRESSER CO.  
1000 N. Michigan Ave., Chicago, Ill.

so, to use a rather awkward phrase, that which is intimate is more on the inside than the interior itself.

There are only three ways to be intimate in an advertisement. The first way—and the hardest—is to make a straight and effective appeal to emotion or to sentiment; to call forth an instant affirmative response by means of a simple, direct statement. In a search through fifteen magazines, I found only one example of this sort. It is in an ad for Pebecco Tooth Paste which reads: "Of all your youthful charms, your teeth alone you may keep for life." It is intimate because it is true, and because it deals squarely with one of the innermost desires of most women: the desire to look well. Opportunities for this sort of intimacy are plentiful, but examples scarce. One would expect to find it in its prime among the advertisers of accident and life insurance, and the manufacturers of face creams and toilet articles. But the fifteen magazines examined fail to disclose any samples

Most advertising men work on the surface because they are too lazy to dig, and surface work never got anybody "inside."

The third way of being intimate consists in taking the reader inside the writer's confidence, and showing him how the business works. This is almost as difficult as the first method, because there is always present the suspicion of an ulterior motive. A great deal depends upon the language used, and the style in which the facts are expressed. The most conspicuous example of intimate copy of this sort that I know anything about is the series of ads for the Edison Storage Battery which were written by Miller Reese Hutchinson to counteract the impression that "the Old Man" had fallen down at last. Mr. Hutchinson says that he dictated 10,000 words a day for nineteen weeks, and I don't doubt it. But the ads took the lid off and were worth the effort. They were intimate because they rang true, were authoritative, and because they told the reader something which he instantly recognized had been the exclusive property of the Edison organization up to that moment. They were "inside" facts in the most literal sense.

The ad for Diamond Dyes reproduced in PRINTERS' INK for January 9 showing the mistaken idea of thirty years ago, is a splendid isolated example.

The following from a Reo motor car ad is an attempt at this sort of intimacy, which is successful according as the reader takes it seriously:

The price of this car is no indication of what I've embodied in it. This price, in the long run, I regard as impossible. It is simply a passing sensation.

This year we save nearly \$200 per car by building only one chassis in this great plant. We ought to, and will, undersell other cars of this size.

But this initial price is too low. A slight advance in materials—a little slip in production—will compel a higher price. And those who delay must expect it.

The reason the hortatory style isn't intimate is because it tries to use force and intimacy can't be

forced any more than you can force a bud into a full-blown flower. There are certain things which will hasten the process but main strength isn't one of them.

Much the same can be said of the familiar style, which not only fails to achieve intimacy by mere boldness, but finds itself shut out because it errs on the side of bad taste. Confidence is voluntary. It is given or refused instantly and almost automatically. The ad which is in bad taste can never become intimate to those who

*That boy of yours—it seems like yesterday that mother mourned the transition from skirts to trousers—his rocking horse will soon give way to the baseball and the pigskin.*

*He's developing, changing every day, and you haven't had his picture taken in more than a year—yes, it's two years last Christmas.*

*There's a photographer in your town.  
Eastman Kodak Company, Rochester, N. Y.*

#### SHOWS KNOWLEDGE OF THE PROBABILITIES

recognize it as such, because that very fact shuts it out.

Of course it is quite true that what is offensive to some may be quite the reverse to others, and it may be quite possible to be familiar and at the same time approach an intimacy with certain sorts of readers. The Prince Albert advertising is an example. The trouble with that sort, however, is that you never can tell how many will be in the class you offend. You are making use of language, not facts; you are getting your effect by mere style, which may signify entirely different things to different people, rather than with concrete statements of facts which must mean

approximately the same to everybody.

Impudent copy, of course, by its very nature shuts itself out from any intimacy. Nobody will let it "inside."

I hope I haven't given the impression anywhere that an ad must be intimate in order to be a good ad. That isn't true, any more than it is true that two men must be intimate friends in order to do business with each other. Sometimes intimacy is wanted, and sometimes it isn't, and I have merely tried to point out some ways of getting it.

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### • NO TRADE DEALS, NO FREE DEALS

From Elbert Hubbard,  
East Aurora, which is in  
Erie County, New York  
PRINTERS' INK,  
New York, N. Y.

Dear Friends:

In glancing through my Magazine File, your publication, PRINTERS' INK, is conspicuous by its utter absence.

This, as it happens, is one of the magazines on which I have always pinned my explicit faith, and I would like mightily to receive it right along.

So, I propose a little exchange arrangement whereby I will send you *The Fra* or *The Philistine* each month, as issued, in exchange for PRINTERS' INK.

I feel sure this proposition will appeal to you. So, let me hear from you at once and I will start you off with our February number.

With all good wishes, I am ever

Your sincere

ELBERT HUBBARD.

We haven't anywhere near enough space in which to tell how fond we are of our sincere Elbert Hubbard, but he should have "pinned his explicit faith" to a two-dollar bill. It costs us just \$12.20 to manufacture and mail the fifty-two copies of PRINTERS' INK which a subscriber receives for two dollars. Our good friends who advertise in PRINTERS' INK help to make up the deficit; and since they do not advertise because they are our good friends but because it pays them to do so, we cannot afford to accumulate circulation which is useless to them. If a man doesn't want PRINTERS' INK badly enough to pay two dollars a year for it, we figure that he

doesn't want it at all—in fact is much better off without it lumbering up his mail, while we are better off without dead names on our mailing list. If more publishers figured the same way there would be less talk about "forced circulations."

So PRINTERS' INK has no exchange list, no "complimentary list," no dead circulation. This is not only our reply to East Aurora, but also to the numerous ad clubs who wish us to supply their libraries free of charge. If we are willing to stand a loss of \$10.20 on each paid subscription, that ought to be about the limit. PRINTERS' INK staff elects to pay cash for its reading matter, automobiles and hair tonics.—[Ed. PRINTERS' INK.]

♦ ♦ ♦

### MAHIN ON SERVING TWO MASTERS

John Lee Mahin declared before the Agate Club of Chicago at a luncheon January 20 that an advertising agent could serve two masters provided each knew of the employment by the other. The question of agents' commissions was discussed for two hours by a number of advertising agents of Chicago. Nothing was accomplished save a possible clearing of the atmosphere.

Mr. Mahin took the ground that he, as the representative of a publisher, went out and got business which the publisher could not get himself and thus did the publisher a service for which he was entitled to recompense. He might at the same time serve the advertiser and be entitled to payment from him. He saw no impropriety in taking payment from the publisher provided the advertiser knew he was paid by the other, and nothing underhanded was done. He said no ethical question was involved in the payment by both advertiser and publisher provided each was rendered a service. This was a matter for determination between the agent and publisher in each case.

W. K. Cochrane, of Chicago, took, in some measure, an opposite view and contended that he rendered the advertiser a service and looked to him alone for payment.

♦ ♦ ♦

William H. Davis, formerly advertising manager of the Dayton Motor Car Company, has joined the staff of the Locomobile Company of America, Bridgeport, Conn., in charge of advertising of the truck department.

Frank E. Morrison, for several years advertising manager of *Success Magazine*, has been appointed Eastern manager of *Associated Advertising*, the official organ of the Associated Advertising Clubs of America.

## Here's a Sample of a Dakota Farmer Subscriber



**R**EPRODUCED herewith is the advertisement recently inserted in The Dakota Farmer by one of its subscribers, Mr. E. D. Miles of Conde, S. D. Mr. Miles is a prosperous farmer, and his place and methods have attracted considerable interest.

As a result of an article in The Dakota Farmer, in which mention was made of the electric lighting plant that Mr. Miles had installed, he was flooded with inquiries from Dakota Farmer readers who were also interested in the lighting of their houses by electricity.

As he could not conveniently answer all the inquiries received, Mr. Miles conceived the idea, on his own initiative, of inserting an advertisement in The Dakota Farmer which would give the names of all firms he knew of who sold individual lighting plants.

The above was the result. A good-sized advertisement, paid for at regular rates by Mr. Miles, and inserted without the knowledge of the firms themselves. *Did you ever hear of a city man doing this?*

Mr. Miles is typical of the 60,000 prosperous farmers that make up the subscription list of The Dakota Farmer. It will pay you to learn more about this leading semi-monthly of the Northwest.

**Address nearest office for a sample copy of THE DAKOTA FARMER; it will convince you as to its advertising value for the farmers' trade in the Northwest**

## **The Dakota Farmer, Aberdeen, S. D.**

Established 1881

The Phelps Publishing Company, *Representatives*

1209 Peoples Gas Bldg. 601 Oneida Bldg. 515 Fourth Ave. 326 Candler Bldg. Myrick Bldg.  
Chicago, Ill. Minneapolis, Minn. New York Atlanta, Ga. Springfield, Mass.

**A SERIES OF QUESTIONS CONCERNING THE CHALLENGE THAT "ADVERTISING SPACE IS SELDOM BOUGHT WITH SUFFICIENT DISCRIMINATION"**

1. Is the magazine an established institution?
2. Does it fill a real need, or is it merely a money-making enterprise?
3. Who are the publishers? What is their aim?
4. Who are the readers? Why do they subscribe? What do they pay?
5. What kinds of advertising in the magazine are profitable?
6. What is the rate, and how much circulation does the rate buy?

## *2. Does the magazine fill a real need, or is it merely a money-making enterprise?*

THE ATLANTIC MONTHLY never has been published primarily for profit. In 1857 the ATLANTIC printed on its cover "Devoted to Literature, Art, Science and Politics." Though these words no longer appear beneath the title, the magazine regards them as its peculiar field in so far as they touch the lives and interests of all intelligent Americans.

Despite constantly changing fashion in magazines, THE ATLANTIC has gone on year after year without essential change in makeup. It came into existence in 1857 in response to a demand for such a periodical. This demand has continued and exists more strongly in 1913 than ever before, as constantly increasing circulation proves.

### **THE ATLANTIC MONTHLY**

Walter C. Kimball, Inc.

*Advertising Managers*

Nelson J. Peabody, Western Mgr.  
14 W. Washington St.  
Chicago

Paul W. Minnick, Eastern Mgr.  
1 Madison Ave.  
New York

## REVIVAL OF WOOD-CUTS FOR ADVERTISING ILLUSTRATION

JUST AT PRESENT THEY ARE THE "SOMETHING DIFFERENT" IN COMMERCIAL ART—WOOD-CUT FITTED ESPECIALLY FOR INTRICATE DETAIL—THE GREAT PATIENCE OF THE REAL WOOD ENGRAVER—THIS STYLE ESPECIALLY GOOD FOR INDICATING DELICATE BLACK AND WHITE CONTRASTS

*By W. Livingston Larned.*

In their search for new and effective mediums of pictorial expression, advertisers have revived the wood cut. Occasionally we run across one in the current magazines. We stop and look at it with a species of Twentieth Century bewilderment, as if the art was not as old as the very birth of advertising. "It is something new," we say, before we stop to think, "Clear and clean, isn't it? I wonder how they secure that effect. Is it some new scheme of engraving?"

Any old-timer is sure to smile beneath his palm at this. When he was in his prime, wood-engraving was an art very much alive. For a period, there was no other method of producing pictures. Away down town, on the old *Graphic*, the artist cut his panoramas of life upon a block of wood. Etching with tubs and metal and acids was unknown. A little later, the chalk plate bobbed up serenely and was used by newspapers, throughout the land, but it soon, in turn, took its speedy departure, leaving behind it a long, billowy trail of white dust which had ever been its chief objection.

Wood-cuts were liked by manufacturers in those days. When a fine old gentleman of the Packed Coffee brand or the Washing Soda School wanted to get out a new label, he carried on extensive negotiations with a wood engraver, and the result was that, in five or six months or so, if things went smoothly and there was no hitch, the merchant had as fine a reproduction of his coffee bean or trade-mark child as heart could desire. The advertiser of the wood engraving age could scarcely rush into the gifted gentleman's studio and do a turkey trot beside his easel while he painted a college chap in a three-button suit worn only by the newly rich and the slightly eccentric.

It was a serious proposition; this securing a new label. It had to be cut, backwards, on wood. Every little line had a meaning all its own. If the artist's foot slipped or if he happened to sneeze, then it was necessary to start the job all over again which was discouraging to say the least.



## Since Music Came

I'M GROWING YOUNG AGAIN!  
I'm a youngish, middle-aged man, a bit slow, a bit heavy, a bit stooped under the weight of business responsibilities and weariness. I'm not as young as the lights say I am, then I'm my own man once more. I'm growing healthy again, as well as healthy—but Maria has changed all that. Mother used to like me to grow older, but she's as growing thin and weak, and there was more white in her hair than there was black. There is still there but it seems a beautiful white now, and Maria has changed all the rest.

Brother Bill did it—he old Bill, older than I ever was, a bit slower, a bit more stooped than I was. Bill had our old piano carried away one day—the old piano that we never opened but Bill kept because he said it was the piano that made him Bill traded the old piano for a new *Panda Punto*—paying some cash to boot, of course, and then, one evening, Maria came.

I wonder why it is that we strew soft to break heart at dinner every night.

It is because we no longer have to tell the little commonplace through the

old evening and talk each other sick

and eager in the library with a wonderful

sense of completeness—a very sense

of completeness that I have lost.

Now, after dinner, I go to my

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### PECULIAR ADVANTAGES OF WOOD-ENGRAVING

But why the revival of the wood-cut? Is there a logical excuse for it? What is the advertiser to gain by pulling out these ancient things from the files of the past? We have heard such questions propounded.

"I'll tell you why we took up wood-cuts," said one national advertiser, and his reasons are not

deadly in their monotonous sameness as a winter of cold grey dawns. It got so that I could fairly screech when I saw one of them, they were so precise, so irreproachable. I would have been willing to condone a glaring fault if, by consenting to permit it to creep in, they might have added that missing 'spark' they lacked.

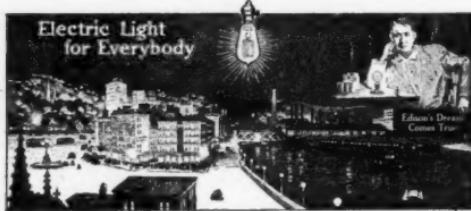
"Upon my word, I think all of us around the shop grew to despise our advertising because of its unfaltering correctness. The illustrations reminded me of the Irishman's goody-goody son who had been away to college after the family had inherited quite a fortune. His father grabbed him one day, snatched off his Little Lord Fauntleroy make-up and gave him a thoroughly modern and progressive thrashing.

"What did you do that for, father? I didn't do anything," the boy complained.

"Shure, on thot's phy I bate yez, yez little sthick av pipermint candy, yez," roared the bristling parental Barney.

"I had a conference with those in authority, and it was agreed that something might be done. Our advertising was getting into a rut. We had been doing the same thing in the same way too long. The artist who had been making our illustrations held up his hands in horror when I told him what we intended to do. 'It is a fatal error,' he said. 'Why, your illustrations have been a standard for the past six years!'

"For the sake of contrast,' I insisted, 'we must do the thing differently. There is no getting around it. The public must be made to feel that our advertising



### Everywhere in Every Town

Indoors and outdoors—in homes, offices, stores and factories—on streets, trolleys, autos and boats—everywhere in every town, everybody can now have electric light. This, the fulfillment of Edison's dream, is made possible by the economy and lasting endurance of the

### Edison Mazda Lamp

This lamp gives *more* *as much* light as the best of electric lamps and at one-fifth less cost.

It makes electric light as sensible for the cottage or the little store as for the mansion or the big office or factory.

#### More Light—Lower Cost

The economics of Edison Mazda light and improvements in lighting company service give you much electric light today for a dime as you could buy twenty-five years ago for a dollar.

If your home or place of business is not wired, find out today from your light company how easily and inexpensively it can be done. Write today for the best styles and sizes of Edison Mazda Lamps for your special needs.



**Wiring Costs Less, Too**

Electric-wiring today costs less than it used to and disturbance and marring of walls are avoided.

All these economies make electric light "the light universal"—more light, whiter and better light for everybody because everyone can now afford it.

If you are now using electricity, put Edison Mazda in the same sockets and compare results.



### General Electric Company

The Standard of  
Electric Light

Largest Electrical Manufacturer in the World

Sales Offices in all large cities

The Generator of  
Electricity on  
Great Electrical

In accordance with advertisement it is desirable that you mention MURRAY'S MAGAZINE.

THE WOOD ENGRAVING GIVES THE ILLUSTRATION THE  
"DIFFERENT" LOOK

without a lively educational interest to any advertiser. "For years we had been going along in much the same quiet, prosaic fashion. Our illustrations were the best that money could buy, I believe. They were faultless in technique and draughtsmanship, conventionally idealized and well-balanced of theme. *But*—that was about all you could say for them, and it wasn't enough. They were beautiful drawings, as cold and as

*Concerning Censorship*  
No. 8

## FORESIGHT

**WE CENSOR**—that is, return for alteration—about 25 advertisements a month. Since we try to be reasonable, most of our requests are acceded to gracefully.

But not all.

During 1912 we accepted cancellations, on account of our objections to statements made in the copy, of about \$80,000 worth of advertising which was *already booked*.

How much more never got as far as our books, simply because of the general knowledge of our censorship, it is impossible to say.

In addition, there was a great deal of business which was available—advertising that was thoroughly truthful, innocuous, and to which there could be no possible objection from our readers, but which we did not accept because we felt it was not likely to produce adequate results for the advertiser.

We believe we have saved many American manufacturers from heavy losses by this last phase of our censorship.

We know we have considerably curtailed our possible revenue by it.

But we also know that it is the only permanently correct policy for us to follow.

**THE CURTIS PUBLISHING COMPANY**

INDEPENDENCE SQUARE

PHILADELPHIA

department is keeping pace with our methods of manufacture. People take to bright, snappy, thoroughly American and modern tricks of the trade."

"I rummaged around until I discovered a competent wood engraver. He was a man who had,



REPRESENTATION OF DETAIL IS ONE ADVANTAGE OF WOOD ENGRAVING

himself, kept pace with the years. He was practical, in that he was cheerfully willing to mix up a little 1912 horse sense with his trade of thirty or forty years ago. I was eager to see if he could eliminate those cramped and moldy mannerisms of the war days in wood engraving. For instance, I could premeditate the danger of showing a man in a plug hat of the general style and make of Lincoln's day.

"Very fortunately, this artist shook off hide-bound conventionalities.

"We made up a series of six advertisements and were virtually pioneers in wood engraving after a long and weary lapse. It will doubtless astound you to know that we received over eight thousand letters of commendation and friendly criticism about those wood engravings from all over the country. This proves conclusively, to me, at any rate, that people do take notice of new techniques and styles in illustration

and appreciate any extra brain work exerted in that direction."

Therefore, if for no other reason, at least one national advertiser advocates wood cuts because "not everybody is doing them," and because they give individuality to advertising. He tells us, from his vast experience, that the public craves originality and pays tribute to it. He states that his firm actually found it expedient temporarily to depart from the finest of fine paintings by a renowned artist, in oils on canvas, for the sake of injecting a definite sense of ambitious progressiveness into the campaign. He and his associates were agreed that quality and draughtsmanship and all the other regal niceties of the game could be abandoned or sacrificed for the moment, to permit the entry of the Divine Spark.

Wood cuts are nothing new. But, as the fellow said when seeing a squash pie after fifteen years out of the squash belt, in Central Asia, "Allah be praised! Heaven has invented a brand-new

EFFECTIVE

thing to eat." Time deadens the sense of novelty. Wood-cuts seem and look new to the present generation of eyes, because they

were in their prime and popular so many, many long days ago.

#### HOW WOOD CUTS ARE EXECUTED

To the uninitiated, there are important details to consider when settling upon the wood-cut policy. The wood cut is especially fitted for intricate detail. It roosts with beneficent glee upon the patent crank shaft, the hydra-wheeled turbine engine, the layer-cake of a sectional view and the mechanician's conception of Brooklyn bridge cut squarely in half. All the detail that comes to the wood engraver's mill is grist. He fairly revels in it and does it best. It is a well-known fact that effects in miniature, so small no pen nor brush could ever hope to properly portray them, are woven upon the wood successfully by the engraver's cunning instrument.

Just when an advertiser despairs of ever securing an absolutely faithful reproduction of his piano or crank shaft or clock or

bottle, and after having experimented with all of the other well-known mediums, from air brush to pen and ink, with the inevitable result that their printing qualities fluctuate as to clearness and legibility, along comes the wood engraver insidiously insisting that he can "produce the goods." And he does.

Against his large, cool, even masses of tint he may play at hide-and-seek with his engraving tool, for the pen-and-ink artist will tell you that effects may be obtained on wood which are quite impossible with the pen. It seems to run in the blood of a wood engraver to have an infinite amount of patience and perseverance. He is willing to work a day on an eyelash. He delights in hairlines and difficult textures.

A certain manufacturer of bread-mixing machinery tried for twenty years to secure exactly what he wanted in the way of a cut of his machine for trade-paper reproduction. The most elaborate wash

# The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

and air-brush designs were conceived at large expense, only to fall short of requirements. The manufacturer wanted a certain grade of white ash done to the hair's-breadth of fidelity. He wanted metal parts to shine.

Now experts tell us that different kinds of metal have different grades of polish and shine. No two look exactly alike. Any lapse from the truth in an artist's work and the true metal is not suggested. Wood engraving is fool-proof. It is an infallible method for reproducing exactly various interesting and complex surfaces.

At any time, if you have a coffee grinder or a lawn mower with which you have had trouble in the way of irreproachable art work, delve into some stuffy, out-of-the-common path and coax the wood engraver from his lair. Our bread-mixing machinery friend finally did this and for five years he has used the same "cut" in all of his advertising. It will even print satisfactorily in newspapers and it does make the article *look* convincing.

Catalogue compilers know this as a truism. The ponderous affairs sent out each year to the outlying districts, depicting everything from a coffin to a cupid, are done in wood-cut. The beds, silverware sets, etc., have more life than if photographed. And, moreover, they *will* print. It is next to impossible to clog them up or to befuddle them with ink and the annoyances of swiftly speeding presses.

Boxwood is used for wood engraving. It is rubbed down first with emery paper until the surface is practically flawless and as smooth as glass. After this process, and assured that there are no tiny grain defects, the artist sprays a thin surfacing of white over the wood, and, with an extremely hard pencil, lays out his design. In the matter of perfection of detail and quality of draughtsmanship, this preliminary layout is photographically complete.

Using this as a guide, and employing a gallant little army of engraving tools, the artist pro-

ceeds with the actual cutting of the wood. First he outlines the subject and then fills in the broad masses. Ruling machines are often brought into play and a tint is put in mechanically perfect. For shading on round surfaces and interesting effects in light and shade, the machine is of vital importance.

Two weeks is not an unusual period for an engraver to ask for the preparation of a fine block.

To summarize: The advertiser may be sure of several things in his decision to utilize an occasional wood engraving:

Wood engravers are admirably careful in small details. They reproduce your copy *exactly*.

Wood engravers obtain effects not possible in any other medium.

Wood engravers have the patience and characteristic temperamental inclination to "get little things right."

Wood engravers "feel" color effects in black and white. Their "values" are infallible, as a rule.

Wood engravings look and are different from the general run of advertising illustrations.

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#### LIKES "PRINTERS' INK'S" INTIMATE TOUCH

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THE NUNGESSER CARBON & BATTERY CO.  
CLEVELAND, O., Jan. 18, 1913.

*Editor of PRINTERS' INK:*

William H. Ingersoll's opinion of the subject matter of *PRINTERS' INK* meets with my unqualified endorsement. To his suggestion of improving the physical appearance I as heartily object. The present make-up is very distinctive and the size is so easy to read and carry and it seems so much more intimate and confidential than would a larger or more elaborate journal.

It not only fits the hand, but it fits the pocket, and I'll venture that *Printers' Ink* is slipped into coat pockets and traveling bags galore for the odd moment on street car or railway train.

Improve the subject matter if you will (a hard task) but keep the present appearance and size.

H. S. GREENE.

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#### PUSHING "PRINTERS' INK" STATE-UTE IN WASHINGTON STATE

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The *PRINTERS' INK* "Model Statute" as a remedy for dishonest advertising will be presented for passage to the state legislature of Washington, which has recently convened, and according to the opinion of the Ad Clubs of Spokane, Tacoma and Washington, there is little doubt but that it will pass without alteration.

# A Better Idea for Your Advertising— “Selective Circulation”

How many opinions are there respecting things about advertising? Heaven only knows!

What are we all agreed on?

The *elimination of waste!*

This is a method for eliminating waste for manufacturers of machinery and kindred lines:

The Hill Publishing Company publishes the leading paper in each of the five most important engineering industries.

Each industry is a tre-

mendous consumer of machinery.

The total circulation of these papers is 99,000.

Select from that total just the circulation that represents possible buyers of your product!

*That* is “Selective Circulation.”

Compare these highly specialized circulations with the circulation of the ordinary “Mother Hubbard” paper—which covers everything and touches nothing.

Imagine the waste for any manufacturer of anything outside a product of universal uses.

Tom, Dick, Harry and the three Graces all subscribe to it—only a very small percentage of them is worth while to the maker of any specialty.

But with *this* system of *Selective Circulation* you may pick the possible buyers of *your* product, pay for that circulation and none other and thus reduce “waste” to its lowest possible proportions.

*Details?*

**Hill Publishing Co.**

505 Pearl Street

New York City

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

*The Engineering and Mining Journal* (1866)  
Devoted to Metal Mining and Metallurgy. Circulation 10,000.

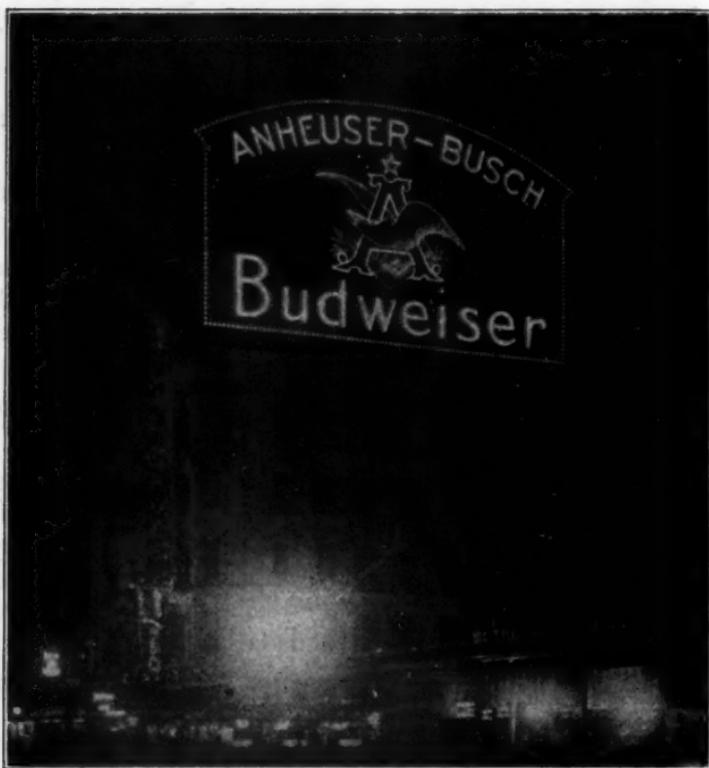
*Engineering News*  
(1874)  
The Standard Paper of Civil Engineering. Circulation 19,000.

*American Machinist*  
(1877)  
Devoted to the Work of Machinery Construction. Circulation 25,000.

*Power* (1880)  
Devoted to the Generation and Transmission of Power. Circulation 34,000.

*Coal Age* (1911)  
Devoted to Coal Mining and Coke Manufacture. Circulation 11,000.

# What YOU see and—



The photograph on the opposite page is a snap shot taken by the camera man as he clung to the framework of the big electric sign shown above, located at Broadway and 37th Street, facing North.

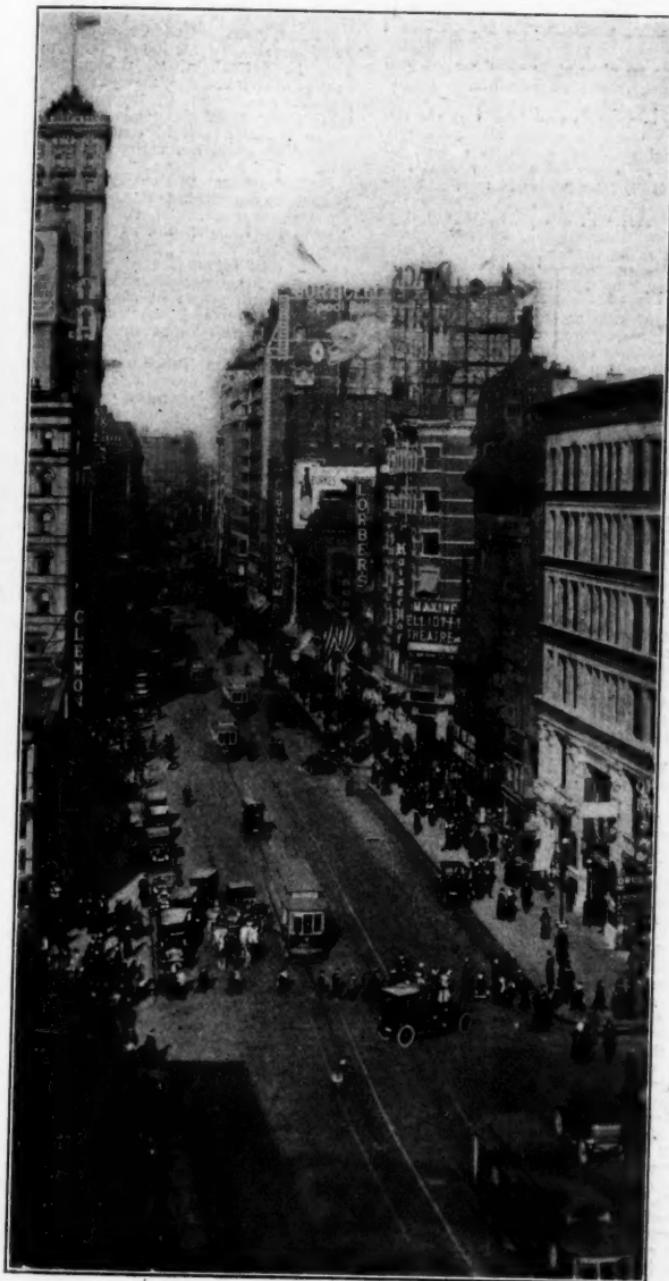
It gives only a slight idea of the constant, everchanging, and aggregated tremendous circulation of a spectacular electrical display on the "Great White Way."

Of course "everybody knows Budweiser"—the name has been branded on the memory of 75,000,000 people annually by this big Sign for many years past.

**The O.J. Gude Co., N.Y.**

Broadway, 22nd St. & 5th Ave., New York City

# What the SIGN sees



## Recent Decisions of Interest to Advertisers

**"Bestyette" not "Veribest."**—The courts are called on continually to decide some rather fine question as to whether a trade name is a straight descriptive word to which all have common rights or a distinctive, fanciful word that may be appropriated and protected by one manufacturer. In the case of the New York Mackintosh Co. vs. Flam (198 F., 571 U. S. D. C.) it is held that "Bestyette" is sufficiently distinctive to be used as a trade-mark and that it is not infringed by the use of "Veribest" by the defendant manufacturer.

**"Vassar Chocolates" Valid Whether Vassar Likes Them or Not.**—The Loose-Wiles Biscuit Company makes a chocolate confection that bears the trade name of Vassar. In the case of Vassar College vs. Loose-Wiles Biscuit Co. (197 F., 982 U. S. D. C.) the decision is that the property right of the college in its name does not extend far enough to give it the right to restrain the biscuit company from the use of the word on its merchandise.

**Competitor Couldn't Include "Imperial" in Its Corporate Title.**—In the McGraw Tire & Rubber Co. vs. Griffith (98 F., 568 U. S. D. C.) it appears that the complainant made an automobile tire with the name "Imperial" and the words "Made by the McGraw Tire & Rubber Company, E. Palestine, O." moulded on the goods. A quantity of these tires were handled by the defendant. The defendant later incorporated under the name "Imperial Tire Company" and sold tires made by others with the name "Imperial" on them, and other such words as "Made by Griffith Tire & Rubber Company" or "Made by the Imperial Tire Company," on them. Held that such practice is an infringement and unfair competition.

**Rights After Expiration of Copyright.**—Some light is thrown on a publisher's rights after the expiration of copyright or patent protection by the findings in the case of G. & C. Merriam Co. vs. Saalfeld (198 F., 369 U. S. C. A.). Here it is set forth that though the specific protection afforded by the Federal law no longer obtains, if the manufacturer or publisher has used a name of "apt description" so long and exclusively that it has become generally indicative of his product, he has the right to continue the use of such name and to be protected against unfair competition. But "the right to protection against unfair competition is incidental only to an existing business, and there can be no violation of such right except as there is injury to the business and good will through loss of sales or damage to the reputation of the goods."

Profits can be recovered by the complainant in such a case, says the court, only on the ground of the loss of sales. "But it may be presumed that the simu-

lation was one of the causes that induced defendant's sales and prevented complainant's." The court goes further and declares that in case it is impossible to determine definitely that the alleged simulation did actually result in sales, nevertheless an accounting of profits may be required.

**Non-resident Alien Cannot Protect Trade-mark.**—In De Nobili vs. Scranda (198 F., 341 U. S. D. C.) protection against infringement and unfair competition was sought by the holder of a cigar trade-mark, the goods being made up in America. Held that a non-resident alien could not claim such protection.

**Manufacturer Ordinarily Warrants When Buyer States Use.**—Ordinarily, declares the court in Gill & Co. vs. National Gaslight Co. (137 N. W., 690 Mich.) if the purchaser of the article sets forth clearly his intended use of such article, the article furnished by the manufacturer in response to that inquiry or demand, carries with it an implied warranty that the goods meet the need. If, on the other hand, the inquirer submits his own specifications, the only implied warranty by the manufacturer in supplying the demand is as to the specifications and not as to use of the goods. The distinction is an important one.

**Buyer Must Comply with Terms of Warranty to Protect Himself.**—If the warranty provides that the seller shall be given opportunity to remedy any defects, the failure of the buyer to give such opportunity prevents a counter-claim by him in case the seller sues for the price. Walsh Mfg. Co. vs. Plymouth Lumber Co. (75 S. E., 718 N. C.).

**When Manufacturer May Sell Direct to Buyer in Exclusive Territory.**—If an automobile company contracts with a dealer for the exclusive sale of its machines in certain territory, may it under any conditions sell direct to a resident of that territory? It may, says the court in the case of Nickels vs. Prewitt Auto Co. (149 S. W., 1049 Texas Civ. App.) if the sale is made at the company's place of business which is outside of the exclusive territory granted to the dealer.

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### STEWART ADVERTISING MANAGER OF PHILADELPHIA "RECORD"

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J. Rowe Stewart has been appointed advertising manager of the Philadelphia *Record*. Mr. Stewart retires from the firm of Tracy, Parry & Stewart, of Philadelphia, to succeed William D. Nugent, now advertising manager of the *Boston American*.

The varied advertising experience of Mr. Stewart gives him a complete knowledge of the newspaper field, and this training has been supplemented in the past three years by agency experience with Tracy, Parry & Stewart.

It is interesting to note that in going to the *Record* Mr. Stewart returns to the newspaper on which he began his advertising career.

For a time Mr. Stewart served as Philadelphia representative of PRINTERS' INK.

PRINTERS' INK.

attracting the  
eye and then:



**C**REATING the desire for a commodity is within the province of printed matter.

Silent salesmanship, it is called.

That is our work—silent salesmanship that literally talks.

From the designing and producing of the dignified, character-giving label to the execution of a complete sales campaign that puts the goods on the dealers' shelves and over the counter.

This is service plus.

Every known process of exact reproduction is at the command of our customers.

This, too, is service.

The illustration on the other side of this page was reproduced from a life-size lithographed cut-out, which, in turn, was reproduced from the actual bunch of bananas. It has excited the admiration of many expert buyers of silent salesmanship, and it sold more goods for our customer than any other advertising.

Send for booklet, "Delivering the Goods."

**AMERICAN LITHOGRAPHIC CO.**

**NEW YORK CITY**

Boston

Philadelphia

Chicago

Detroit

Cleveland

St. Louis

**T**WO pieces of color advertising, equal in cost, may vary one hundred per cent. in sales-creation-value when put before the public.

Many big advertisers buy their color work of a particular lithographer or printer because they have absolute confidence in his ability to deliver the goods and a respect for his advice and judgment.

Advertising should not be judged by what it costs per piece, but by its effectiveness when applied to your particular business.

Much the larger portion of our work is of the higher type, where quality is the first requisite.

Consult us on the next piece of advertising printing or lithography that is expected to make business for you.

*Being equipped with all processes, we are  
prejudiced in favor of no one process.*

AMERICAN LITHOGRAPHIC CO.  
NEW YORK CITY

Boston      Philadelphia      Chicago      Detroit      Cleveland      St. Louis

PRINTERS' INK



A very novel and effective fashion cut-out  
lithographed in soft spring colorings, for the  
H. B. Claflin Co. and sent out to thousands  
of dealers for counter or window display.

AMERICAN LITHOGRAPHIC CO.  
NEW YORK

## ADS THAT HANDICAP THE PRINTER

SOME COPY IS SO WRITTEN AND PLANNED THAT THE MOST SKILFUL COMPOSITOR CAN NOT GIVE OTHER THAN POOR RESULTS—EXAMPLES FROM RECENT ADS

*By Gilbert P. Farrar.*

It is customary for many advertising men and advertisers to blame the compositor if the ad does not look well, or if it does not sell goods.

"I wish I could get someone to set my ads who knew how to set type like it should be set," says an advertiser.

Usually the ad looks even better than it should, considering the data and copy given the compositor.

If there is no definite plan behind an ad other than to fill space, there will seldom be any message or plan gathered from the ad, regardless of how it is set.

It's simply the old story—you can't get blood out of a turnip.

The man who knows definitely what he is trying to do usually finds somebody to do it. But there is more to the problem than the doing of it. Why he does it is the important point.

Quite a number of the smaller advertisers are on their way, but many hardly know where they are going.

A calendar salesman happens along. The small advertiser buys a few calendars and charges them to advertising. Likewise the same procedure when the novelty man or the printer with a booklet or a blotter calls on the same manufacturer.

All of this miscellaneous advertising is issued irrespective of any fixed plan of attack.

Then Mr. Magazine or Trade Paper Man interviews the manufacturer and leaves with an order for some space.

Filling this space is the task.

Quite often the copy is similar to any one of the four ads in Fig. 1. No reasons. No selling points. No human interest.

There would be no difference in the real value of the ads shown in Fig. 1 if they were set in more modern type, or spaced differently.

The groundwork is not there.

The names of the companies could in some cases be changed and the copy (?) would apply equally as well to other companies in the same business.

Why doesn't the manufacturer who uses trade papers try a human interest appeal similar to the Cook's Champagne ad, Fig. 2?

**BAY STATE IRON WORKS**  
Manufacturers of  
PLATE STEEL AND  
SHEET IRON WORK  
OF EVERY DESCRIPTION  
FOR SHIPS, MILLS, MINES, FACTORIES,  
PLANTATIONS, CHEMICAL WORKS, SAWMILLS,  
FERTILIZER PLANTS, WATER WORKS, ETC.  
GALVANIZED KITCHEN RANGE BOILERS, HOT  
WATER TANKS, WATER STORAGE TANKS, AIR  
RECEIVERS, RIVETED PIPE FOR WATER, OIL  
AND OTHER FLUIDS.  
C. DIBBLESONS OF SPECIAL APPARATUS FOR ALL PURPOSES

**OFFICE AND WAREROOMS**  
**50 CLIFF STREET**  
**NEW YORK, N. Y., U. S. A.**

**REX METAL CREAM POLISH**  
for Brass, Copper, Steel and Nickel  
Does not leave that vulgar white stain or remains to stain  
the hands. It is safe to use on all articles made of metal. Has no grit or sand to  
apply. Will not scratch or damage any article. It is safe to use on  
the hands. It is safe to use on leather. It is safe to use on  
plastic that little twice as long. After the application  
**REX NICKEL POLISH**  
For silver, copper, brass, tin, zinc, chrome, etc.  
Does not leave any kind of staining and blisters quickly even in wet  
weather. It is safe to use on all articles made of metal. It is safe to use on  
the hands. It is safe to use on leather. It is safe to use on  
**REX WOOD OIL**  
For cabinets, etc.  
Rejuvenates in a few moments.  
Preserves grain and makes surface smooth.  
**REX LEATHER DRESSING**  
For leatherette, etc.  
Rejuvenates in a few moments.  
Preserves grain and makes surface smooth.  
**Armiger Chemical Company**  
Manufacturers of Chemicals  
Chicago, Illinois, U. S. A.

**MACHINERY**  
Hand, Foot and Steam  
Power, for  
Wood and Metal Workers  
**DRILLING MACHINES**  
5 ft. to 10 ft. long  
**Mortises.**  
**Tenons.**  
**Scroll Saws.**  
**Circular Saws, Formers**  
**LATHES**  
Whitney Lathes, Inc.  
John C. Whitney Co.  
Sibley Manufacturing Co.  
W. F. & John Stevens Co.  
Baldwin, Ellwood, U. S. A.  
**Screw Cutting Lathes**  
5 ft. to 10 ft. long  
10 ft. to 12 ft. long  
12 ft. to 15 ft. long  
15 ft. to 20 ft. long

FIG. 1—IT WOULD BE HEARTLESS TO BLAME THE PRINTER FOR THE SET-UP OF THESE ADS

The goods, their use and advantages are here set out by an attractive and distinctive display.

Here the compositor could hardly avoid giving the ad a good set because the largest part of the ad had been planned and finished before it reached the compositor.

Good advertising leaves so little



FIG. 2—AN EXAMPLE OF THE AD PLANNED IN ADVANCE

to the compositor to-day that he can hardly be blamed for any poor ads.

It's the man behind the ad that is responsible.



FIG. 3—A CASE OF WASTED OPPORTUNITY

Compare Fig. 3 with Fig. 4. The Sweet-Orr ad is a convincing story to the dealer, displayed in a manner that compels attention. Your eye connects the heading,

the name and the trade-mark instantly. And when you stop to read on, you have a connected and interesting story.

In Fig. 3 you see a cultivator surrounded with much white space, and practically the bare announcement of the name of this implement.

An advertisement for "THE TRADE-MARK that is known all over the world!". It features a banner at the top with a group of men pulling on ropes. Below the banner, the text reads: "THIS is a picture of the famous SWEET-ORR Trade-Mark. Study it carefully. It represents the largest and most widely known brand of overalls, pants and shirts in the world." In the center, there is a detailed illustration of a group of men working together to pull a large, heavy object, symbolizing strength and durability. To the right, another section of text reads: "THIS picture correctly and rightly illustrates the merits of SWEET-ORR goods. They are the strongest and most durable garments made. SWEET-ORR &amp; CO. have for over 40 years made the longest wearing, easiest fitting and neatest looking overalls, pants and shirts and the tremendous business which they now do, fully proves the fact that they are 'THE HIGHEST IN QUALITY—THE BEST AND MOST ECONOMICAL'." At the bottom, it says: "If you are a dealer and interested in buying the best overalls, pants and shirts at the right prices, write us at once giving the name of your banker or two or three commercial houses with whom you do business. You will receive our free illustrated catalogue and samples for your critical examination. Or if you want to wear SWEET-ORR goods yourself, advise us the name of your dealer and we will see that you are supplied. But you should not delay—so write NOW before you forget."

**SWEET-ORR & CO.**  
617-819 Broadway      New York, U. S. A.



FIG. 4—THE ADVERTISER HAS GIVEN THE COMPOSITOR A CHANCE HERE

What are the advantages of the Invincible Cultivator? What are the sizes? The percentage of

profits to dealers? Why should the dealer stock it in preference to some other make? etc., etc.

The copy of this ad—as it stands—is set as effectively as any compositor could set it, but that does not say it is a good ad.

But perhaps you would like to see a magazine ad that falls short through no fault of the compositor. You have it in Fig. 5.

This ad was taken from a popular magazine and the types are, therefore, well chosen and arranged as well as they could be—in the circumstances.

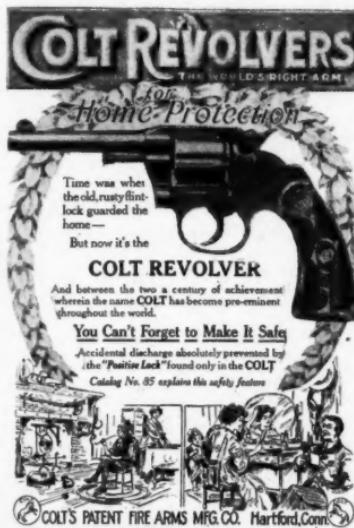


FIG. 5—THE VITAL MESSAGE IS SMOOTHERED

But there is no connected thought. All you see is the gun and the name. Of course, this is a first principle but why not have more human interest in the headlines to connect the goods with the use?

Of course, the ad says that the Colt revolver is for home protection. But this phrase is smothered by the use of a meaningless wreath. The pictures at the bottom carry out the idea after you have carefully and slowly read the ad. Even then there is no distinctive catch line or phrase that connects a safely guarded home with the Colt revolver.



## The Journal of Successful Advertisers

—and if they don't keep a written diary, they keep a mental one—shows that they prefer a paper that can prove a solid, substantial and *sustained* growth, without high-flying boom figures; in other words a "healthy" growth.

The speedometer of the advertising records of the SYRACUSE JOURNAL shows an average gain of about 11,000 lines a month for 1912; quite a showing for a city of this size.

Advertisers who want to hit where the shopping consumer lives, prefer the

## Syracuse Journal

because it has the largest city circulation: over 32,000 daily. Total circulation exceeds 39,000, daily average.

Because it is a "live" paper and proves it by making things "lively" with its independent, for-all-the-people policy.

Because it has earned the seal of approval of the local merchant—who knows how to quickly pulse-feel results.

Because its rate card offers, not only the most effective and economical buy in Syracuse, but one of the most remarkable space values in newspaperdom.

*P. S. No, indeed, Bert, Walter did not have the A. A. A. meet in Syracuse this month to investigate the local newspaper situation. It is too well known among the advertising veterans.*

### THE SYRACUSE JOURNAL

THE JOHN BUDD COMPANY

*Advertising Representatives*

Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

*At your service, any time, anywhere.*

The goods, their use and advantages are here set out by an attractive and distinctive display.

Here the compositor could hardly avoid giving the ad a good set because the largest part of the ad had been planned and finished before it reached the compositor.

Good advertising leaves so little

the name and the trade-mark instantly. And when you stop to read on, you have a connected and interesting story.

In Fig. 3 you see a cultivator surrounded with much white space, and practically the bare announcement of the name of this implement.



FIG. 2—AN EXAMPLE OF THE AD PLANNED IN ADVANCE

to the compositor to-day that he can hardly be blamed for any poor ads.

It's the man behind the ad that is responsible.



FIG. 3—A CASE OF WASTED OPPORTUNITY

Compare Fig. 3 with Fig. 4. The Sweet-Orr ad is a convincing story to the dealer, displayed in a manner that compels attention. Your eye connects the heading,



THIS is a picture of the famous SWEET-ORR Trade-Mark. Study it carefully. It represents the largest and most widely known brand of overalls, pants and shirts in the world.

THIS picture correctly and rightly illustrates the merits of SWEET-ORR goods. They are the strongest and most durable garments made. SWEET-ORR & CO. have for over 40 years made the longest wearing, easiest fitting and nicest looking overalls, pants and shirts and the tremendous business which they now do, fully proves the fact that they are "THE HIGHEST IN QUALITY—THE BEST AND MOST ECONOMICAL."

Over a million men in the United States wear SWEET-ORR garments every day because they give such good satisfaction. They are worn by men in the North, South, East and West wherever the sun rises in every quarter of the globe. Is this not reason enough why you should investigate these remarkable goods?

If you are a dealer and interested in buying the best overalls, pants and shirts at the right prices, write us at once giving the name of your banker or two or three commercial houses with whom you do business. You will receive our free illustrated catalogue and samples for your critical examination. Or if you want to wear SWEET-ORR goods yourself, advise us the name of your dealer and we will see that you are supplied. But you should not delay—so write NOW before you forget.

**SWEET-ORR & CO.**

817-819 Broadway New York, U. S. A.



FIG. 4—THE ADVERTISER HAS GIVEN THE COMPOSITOR A CHANCE HERE

What are the advantages of the Invincible Cultivator? What are the sizes? The percentage of

profits to dealers? Why should the dealer stock it in preference to some other make? etc., etc.

The copy of this ad—as it stands—is set as effectively as any compositor could set it, but that does not say it is a good ad.

But perhaps you would like to see a magazine ad that falls short through no fault of the compositor. You have it in Fig. 5.

This ad was taken from a popular magazine and the types are, therefore, well chosen and arranged as well as they could be—in the circumstances.

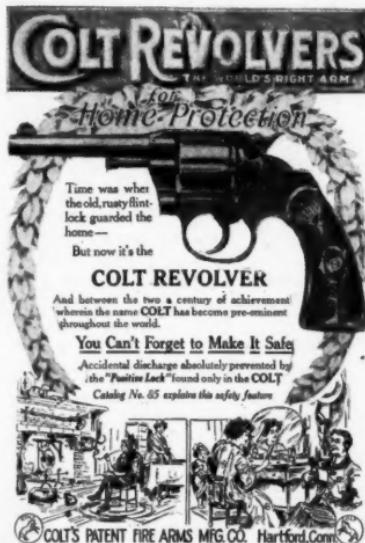


FIG. 5—THE VITAL MESSAGE IS SMOOTHERED

But there is no connected thought. All you see is the gun and the name. Of course, this is a first principle but why not have more human interest in the headlines to connect the goods with the use?

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### THE SYRACUSE JOURNAL

#### THE JOHN BUDD COMPANY

*Advertising Representatives*

Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

*At your service, any time, anywhere.*

In almost half the space of this Colt ad, the Savage Arms Company tells its story in plain type and plain cuts with real red-blooded headings that grip the reader. One of these Savage ads was shown in my review of ads in PRINTERS' INK of January 23. I have it from reliable sources that the sale to *civilians* of Savage automatic revolvers is far ahead of the old reliable Colt revolver. The Savage sells because we have been forcibly told that it "Aims as easy as pointing the finger" and gives "10 Quick Shots."

The Colt revolver has long been known as the Colt revolver, that's all. And it will remain "all" until the Colt company makes it plain to the average man that the Colt revolver is for home protection as well as for use in the United States Army.

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#### TAFT AND ADVERTISING MEN HONORED FRANK- LIN

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The seventh annual banquet of the Poor Richard Club, Philadelphia, was held in the ballroom of the Bellevue-Stratford Hotel on the evening of January 17. The guest of honor was William H. Taft, President of the United States. A feature of the evening was the appearance of Harry Lauder, in whom the President took a keen interest as he sang several songs at the chief executive's request.

Louis J. Kolb, president of the Poor Richard Club, presided. Seated with him at the head table were Dr. Martin G. Brumbaugh, superintendent of schools in Philadelphia; former Senator Lafayette Young editor of the Des Moines *Capital*; Mayer M. Swaab, Jr., former Governor Stuart of Pennsylvania, Cyrus H. K. Curtis, William A. Glasgow, Jr., Thomas Martindale, Leroy Fairman, Herbert N. Casson, William Morris, Dr. W. D. Robinson, W. H. Coffman and Representative J. Thompson Baker of New Jersey. In the beginning, Mr. Kolb, introduced Mayer M. Swaab, Jr., formerly of Philadelphia, but

now of New York. Every light in the ballroom was lowered as Mr. Swaab pronounced a eulogy and proposed a toast to the memory of Benjamin Franklin, while a spotlight played upon the bust of the great scientist, suspended high above the diners in the front of the stage.

Each diner was provided with a telephone at his right. Following the toast to Franklin the diners placed the receivers to their ears and listened to an address from New York by former Senator Towne of Minnesota. He paid a tribute to President Taft. A little later, between two of the courses, songs floated over the wires from the Lambs Club, New York, and as the waiters were scurrying back and forth for the main dishes, Fire Commissioner Johnson of New York sent his respects by telephone.

Following the wire talks and songs, Representative Baker, the South Jersey man who was responsible for the change of platform which resulted in the nomination of Grover Cleveland over David B. Hill, paid a tribute to the memory of Franklin.

Other speakers included Lafayette Young. He dwelt at length on advertising, stating that it was a business which would never abate. He made a plea for honesty in advertising in this manner. He said: "There is a necessity for continued advertising. You can't tell the people and tell them once. You must continue to do so. Barnum knew the game. To make a business go and stay going advertising must be continuous. And I am glad to say that advertising now is more honest and straighter than it has ever been since the game began."

As a souvenir of the dinner, President Taft was presented with a gold medal which bore a bas-relief of Franklin, and the words "Poor Richard Club, Philadelphia."

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L. A. Hamilton has been made vice-president of Ballard & Alvord, advertising agents. Owen Jones, formerly on the advertising staff of *Good Housekeeping Magazine*, will become secretary of this agency February 1.

## McCLURE'S—PLUS

Three new departments  
have recently been added to

### McClure's Magazine

"Health, Public and Private," Conducted by  
Samuel Hopkins Adams.

"Women," Conducted by Inez Milholland.

"Montessori Movement in America," Con-  
ducted by Ellen Yale Stevens and present-  
ing the latest views and most advanced  
theories of Maria Montessori.

The principal thing we are interested  
in is the editorial policy of McClure's  
Magazine—its quality—its distinct-  
iveness — its helpfulness — its truth.

These departments are in line with  
some of the best things that have been  
done in periodical literature.

Look through the February McClure's  
—note the new make-up—the trimmed  
edges—the splendid typographical ap-  
pearance—and criticize if you will—  
but read the magazine.

WALTER W. MANNING

Advertising Director  
The McClure Publications, Inc.  
McClure Bldg., New York

Closing date Feb. 15th  
for April McClure's



## New Referendum System of Planning Campaigns

No use now to guess what media to use.

No use to guess what kind of copy or selling argument to use.

No use to guess which is the best or worst advertisement.

No use to guess what size space to use.

No use to guess what illustration to use.

No use to guess about much of anything on advertising or merchandising or manufacturing, if the new Street & Finney Referendum System is used.

The system is not in the form of a book nor is the information for general distribution.

If you have a product which we think we can sell, and if you are of the Twentieth Century Efficiency type, we will be glad to call on you and explain the Street & Finney Referendum System of planning campaigns.

**STREET & FINNEY**  
ADVERTISING AGENTS  
45 WEST 34th ST.  
NEW YORK

## Guaranteed Circulation, Pro and Con

A Second Instalment of Facts and Arguments

### CIRCULATION GUARANTEE AS A "FUNDAMENTAL RIGHT"

By R. O. Eastman,  
Of the Kellogg Toasted Corn Flake  
Company.

I have just read Charles T. Wood's reasons why the guarantee of circulation is unfair, in the January 9th issue of PRINTERS' INK. I would hate like Sam Hill to take Mr. Wood seriously on this proposition for it seems to me that when his arguments are all boiled down they amount to about this: that the average publisher is so much of a confirmed crook already that a definite guarantee of circulation would merely have the effect of making him a liar as well as a thief.

Why, Mr. Editor, in all my controversies with publishers I have never once gone as far as that. I have never even assumed that the average publisher was as crooked as Mr. Wood intimates, let alone accusing him of it. In fact, I don't believe he is, for, as the record shows, we are constantly giving him credit for *honestly* differing with us.

So, let us take Mr. Wood's "five reasons" in the order propounded and see what they amount to.

"1. It would be inequitable to the publisher."

This may be a reason, but what's the reason that it is a reason? Why would it be "inequitable"? Some of the biggest publishers in the country, the Butterick Trio, Collier's and Munsey's, for example, seem to have decided that it is perfectly equitable.

"2. It would mean selling a commodity of fixed manufacturing cost at an unknown price, and would therefore be a highly hazardous and unsound basis for a publisher or any other manufacturer to do business upon."

Is the advertiser, then, expected to take a chance that the publisher, with a full and intimate knowledge of his business and of his future plans, considers (according to Mr. Wood's dictum) "highly hazardous and unsound"? And is the publishing business really such a terrible gamble as Mr. Wood would have us believe? "3. It would result in the 'forcing' of circulation."

This is equivalent to saying that if a grocer who has been accustomed to weighing his sugar in a back room is induced to weigh it in full view of the customers, the inevitable result will be that he would put sand in the sugar. I can't admit, for one, that the average publisher is that dishonest.

"4. It would increase the cost of advertising."

This is one of Mr. Wood's "tenable, common-sense arguments." Why would it, how would it, when would it, and how much would it, Mr. Wood?

"5. It would complicate the buying of advertising space (already too complicated), result in endless controversies, add to the advertisers or agents' clerical force, place a premium upon fraud and deceit—and all without compensating advantages."

### NO FEAR OF CATASTROPHE

I have read the whole of Mr. Wood's article to find out why all these catastrophes would happen, but am still in the dark. I have frequently heard it stated there is no liar so hopeless as a circulation liar, but never expected to have this statement confirmed by a debater from the publisher's side of the fence. Moreover, I don't believe they are so bad as they are pictured, particularly the kind of publishers we have been talking about in these articles.

Mr. Wood says that Mr. Mapes and I are mistaken about adver-

tising rates and that they are *not based on circulation but on the cost to manufacture.* This is indeed startling and significant information! I have had occasion in past years to have a few letter-heads and such things printed, and I always found that after the first few thousand had been printed the cost for each succeeding thousand grew less and less. I have never noticed anything like that about advertising rates. It seems to me that in cases where a publisher has had 500,000 and has added another 100,000 circulation, he has usually increased his rate just about 20 per cent. Of course, there are exceptions but that is what generally happens. As a matter of fact, what the advertising rate represents to the publisher and what it represents to the advertiser are two entirely different things. We may buy space in one publication, as we do, because we consider that its back cover is the most handsomely printed in America. We buy another purely on the character of its contents, and another because of the vastness of its circulation. But the standard of measurement in each instance, whatever we may conclude about the quality, is the quantity of circulation.

There are only one or two other points in Mr. Wood's statement that I wish to touch upon. In one place he says, "the advertiser has no fundamental right to compel a publisher against his will to guarantee the amount of his circulation a year in the future." Great Jehoshaphat! Why an advertiser has no fundamental right to *compel* his janitor, *against his will*, to sweep off the front steps, nor to *compel* the office boy, *against his will*, to empty the waste baskets! He may have a fundamental right to receive such services, but he has no fundamental right to *compel* anybody to do anything.

We claim that we have a fundamental right to a circulation guarantee from every publication that we are doing business with. In the same breath we are perfectly willing to admit that the publisher has a fundamental right to refuse to guarantee his circulation

and to do business any way he sees fit. When in the exercise of these two fundamental rights the interests of the respective parties tend to clash, the inevitable result is that the advertiser and the publisher will quit doing business together, and generally with perfect respect for each other.

To go on a little further, Mr. Wood discovers that the net rate guarantee on a package of Kellogg's is entirely insignificant; what people buy in breakfast foods is "nutritive value."

#### FLAVOR VS. NUTRITIVE VALUE

It is easy to see that Mr. Wood has not read the Kellogg advertisements. It is too bad, too, for we really have some good ones once in a while. To elucidate, Kellogg's Toasted Corn Flakes, Mr. Wood, is not sold nor bought on its "nutritive value," but has "won its favor through its flavor." As a matter of fact, Kellogg's is seldom eaten dry out of the package. Combined with milk or cream it forms what the dietitians are pleased to call "a perfect ration." But as one of our lawyers said in court at one time, "Kellogg's has never been advertised as a perfect food for brain and body; the only claim that has ever been made for Kellogg's is that it tastes fine and is bully good stuff to eat." When you want "nutritive value" in a breakfast food, Mr. Wood, follow the advice of the Michigan Food Commissioner and eat corn meal mush and milk, or whole wheat ground up with a coffee grinder. You will find that cheap and very nourishing—if you like it.

That is as far as I will go with Mr. Wood's article. I dislike to do it, but in all candor I feel impelled to repeat that it is the fundamental right of every buyer to have a definite assurance as to what he is going to get for his money, and that so far as I can see, *"thus far not a single tenable, common-sense argument has been adduced by any publisher why he should not guarantee his circulation to the advertiser."*

[Chas. T. Wood's answer to this appears on page 47.]



## **the ant and the ring of molasses**

Somebody poured molasses 'round an ant-hole.

When the ant came back,—he couldn't get across.

Not far away some plaster had fallen.

He picked up a tiny piece and dragged it to the molasses.

He laid it on,—and went back for another.

And he laid that on,—above the first.

Soon he had built a bridge,—and he marched home.

\* \* \*

Magazine advertising in-and-around big shopping centres—

—where population is concentrated;

—where selling is intensified;

—where there is no waste;

—where a dealer can better show the goods;

—where the consumer can easier get the goods;

—where the real big business is.

For years that was an advertising ideal that had a ring around it that no one ever even hoped to cross.

Then came the Associated Sunday Magazines, bridging the way into this fertile field through twelve great newspapers

Reaching 1,400,000+ families each week.

### **The Associated Sunday Magazines**

Issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

**Chicago Record-Herald**  
**St. Louis Republic**  
**Philadelphia Press**  
**Pittsburgh Post**  
**New York Tribune**  
**Boston Post**



**Washington Star**  
**Minneapolis Journal**  
**Rocky Mountain News**  
**Buffalo Courier**  
**Detroit News-Tribune**  
**Baltimore Sun**

1 Madison Avenue, New York      Record-Herald Bldg., Chicago

# Is Your Advertising Reaching the Families with Incomes of \$900 and over— 80% of Them Live in the Cities.

When planning your advertising, you will need the figures given below. They have been a big factor in deciding the advertising policy of many of the most successful national advertisers.

These figures point out where your advertising must go to influence consumers with the most money to spend for advertised products.

**Total number of families in the United States having incomes of \$900.00 and over . . . 6,418,490  
 Total number of city families in the United States having incomes of \$900.00 and over, 5,109,984**

#### CLASSIFICATION

Incomes	City Families
\$ 900—\$ 1,200	1,159,986
1,200— 1,800	1,641,455
1,800— 3,000	1,487,211
3,000— 6,000	547,372
6,000— 15,000	234,823
15,000— and over	39,137
	<b>5,109,984</b>

Street car advertising delivers your message to the people of the cities continuously so that it is sure to be read and remembered. We have the street car advertising of many cities in which you ought to be doing a large volume of business.

What cities would you like us to send you information about just now?

## Street Railways Advertising Co.

CENTRAL OFFICE  
First National Bank Bldg.  
Chicago

HOME OFFICE  
“Flatiron” Building  
New York

WESTERN OFFICE  
242 California Street  
San Francisco

THE "FUNDAMENTAL  
RIGHT" AS VIEWED BY  
THE PUBLISHER

*By Charles T. Wood.*

It is the practice of some very eminent lawyers not to put in any defense whatever when they find that the prosecution has failed to make out a case. I would be inclined to stand pat on my previous article, after reading Mr. Eastman's reply to it, were it not that the editor of PRINTERS' INK insists that I am due for what he calls "a rebuttal." In other words, I am supposed to be the goat, and, of course, it is a goat's business to "butt" and "rebut" as long as there is anything in sight.

Mr. Eastman's idea of logic is puzzling, to say the least. For example, he cites the Butterick Trio, Collier's and Munsey's as having adopted the guarantee with its rebate feature. Very good. I will cite the Curtis Publishing Company, the Crowell Publishing Company and Life Publishing Company as *not* having adopted it. If he wants to name three more, I think I can come back with three more on the other side. In fact, just to be generous, I will agree to furnish him with two Rolands for every one of his Olivers.

But that is not argument. Neither of us can prove our cases by chasing our tails around a stump. Besides, if I may be permitted a guess, I should say that Mr. Eastman has nothing on file from any of the publishers he cites to the effect that they concede the rebate plan as "equitable" to the publisher. Business men sometimes accept conditions that are actually unfair to themselves simply for the sake of expediency. That is my private opinion of the present attitude of his Olivers. I do not believe he can get them to admit that there is any "ethical principle" or "fundamental right" involved.

I know many publishers who would be perfectly willing to make out their contracts in red ink on green paper if the advertiser imposed such a condition. But

no "fundamental right" would be involved.

Mr. Eastman makes fun of my use of the term "fundamental right." I remind him that I quoted that phrase right out of his original article. He said that guaranteed circulations (with rebates but no bonuses) are "the fundamental right of every advertiser." I say that the advertiser has no fundamental right to exact a guarantee of the circulation a year hence with pro rata rebate if it falls below such a figure and yet no corresponding bonus. All he has a "fundamental right" to is a guarantee of circulation *as it exists to-day*. I'll go to the jury on that.

Mr. Eastman makes an unfortunate comparison when he says that a man has no "fundamental right" to compel the office boy, against his will, to empty the waste basket. The publisher is distinctly not an office boy and does not hold any such relation to the advertiser. It is a case of two business men agreeing upon a contract for mutual benefit. If the terms are not agreeable to both parties, the contract need not be made. Mr. Eastman may, if he likes, keep his advertising out of the publications that will not guarantee circulation a year hence, and he is likely to miss some of the best buys in the market.

The publisher, too, can refuse to accept contracts which have unreasonable conditions attached, and lots of publishers who are good business men are doing that every day. A large, capacious waste basket is a very desirable part of the equipment of any publishing office. Every day some advertiser is making an unreasonable demand upon a publisher, and when he does succeed in putting it over, it is very apt to be in the weaker classes of publications. In the old days an advertiser used to send a crisp ten dollar bill with an order calling for one hundred dollars' worth of service, and some publishers would accept it because the real money was in sight.

It sometimes calls for moral courage to refuse to accept

money. The most successful business men have turned back the dollar bill that they did not like the looks of and in the end a ten dollar bill has come their way to replace it. Look at the amount of fraudulent or questionable advertising that publishers turn down and see how they are recompensed by the high-class advertising that is more than taking its place. If they, in the present case, refuse to allow the advertiser to dictate unreasonable conditions in regard to rebates, I believe they will come out better in the long run.

Speaking of office boys, I used to be one myself, and I threw up two perfectly good jobs, one in an iron company and the other in a candy store—and it came pretty hard to give up that candy job—but in the end I came out better by selecting my boss and the conditions under which I would work.

Mr. Eastman pretends not to see how the audit plan will increase the cost of advertising. Well, who is going to pay his auditors? If he employs one good auditor that will mean an expense of at least \$5,000 a year including traveling expenses. If he employs two auditors that will mean \$10,000 a year. Besides it is going to take a lot of somebody's valuable time in the office of the advertiser or agent to supervise the audits and, particularly, to conduct the painful negotiations leading up to the contract. All publishers are not going to lie down meekly with the lion. Some of 'em are bound to do some lively skirmishing. The advertising manager who sews himself up with this audit proposition may find himself degenerating into a sort of head auditor; and it may be necessary for his firm to employ someone else to perform the important functions of an advertising manager.

Then, again, there are going to be some lawsuits over disputed audits. There have been some already. Legal talent comes high.

Still again, on the question of added expense, the publishers who accept the rebate scheme (without

bonus) will be justified in charging a higher rate per thousand,—which the advertiser will have to pay. When you ask someone to assume an extra liability, you must expect to pay extra for it. In some ways this whole scheme assumes the aspect of an insurance proposition. The idea is to compel the publisher to *insure* the advertiser a year ahead. Well, insurance calls for the payment of premiums. If I install a plate glass window in my store and want to insure it against accident, I have to pay a fee to an accident insurance company. The plate glass manufacturer will not insure the window,—and if he did, he should be paid extra for it. If publishers are asked to carry this additional burden or risk, really belonging on the shoulders of the advertiser, before long they will find a way of making the proper party pay for it. You can't get anything in this world for nothing!

Mr. Eastman shows that he does not know what "forced circulation" means. The grocer who puts sand in his sugar is perpetrating plain fraud. There are lots and lots of ways of "forcing" circulation which are not intrinsically fraudulent. For instance, a publisher may offer a great big premium to get folks to subscribe. He may start a voting contest. He may send schoolma'ams around the world. He may make "deals" for circulation *en bloc*. These things are not necessarily fraudulent, but they do not result in circulation that is worth 100 cents on the dollar to the advertiser. If I have a \$2.00 publication and find myself in danger of falling below my "guarantee" near the end of the year, it would not be fraud for me to put a lot of canvassers out selling three months' subscription for 25 cents. However, I am not running a correspondence school in circulation methods for the benefit of benighted advertisers. The old-timers have their teeth cut. The newcomers can learn by the exercise of what our great and good friend, Emery Mapes, has been pleased to term "intelligence."

# The LADIES' WORLD and HOUSEKEEPER

"the million-power result-bringer"

A news item regarding the news stand sale — just another straw to show which way the wind is blowing—

News stand edition for February, 1912  
===== 90,000 =====

News stand edition for February, 1913  
===== 150,000 =====

This rising sale on the news stands throughout the country is merely additional proof of the strong editorial appeal and the sense of value expressed for

## The Ladies' World and Housekeeper

WALTER W. MANNING

Advertising Director  
The McClure Publications, Inc.  
McClure Bldg., New York

Closing date for April Number of  
Ladies' World and Housekeeper Feb. 5

Mr. Eastman challenges me to state why a reason is a reason.

I pass. Not being a college professor, nor even a student of psychology, but only a plain business man, I refuse to get in over my depth. If he is really in earnest about finding out why a reason is a reason, I respectfully refer him to Mr. Thomas Balmer. If that gentleman cannot tell him, I am sure no one can.

I explained at considerable length in my last article why the rebate plan is inequitable to the publisher. I will simply repeat in a word that no business man with sound ideas of doing business ought to put himself in a position where he may be compelled to sell his goods for less than they cost to manufacture. That road may lead to the bankruptcy courts.

I note my adversary's comments about "confirmed crooks." Yes, there are "crooks" in the publishing business just as there are in the food business. Look at all the seizures of adulterated and spoiled food being made by the United States Government. It would be unfair to say that all food manufacturers are therefore "crooks." Also, it is unfair for Mr. Eastman to attempt to read into my remarks that all publishers are "crooks" because there are some who lie about their circulations. The late George P. Rowell paid one hundred dollars forfeit in nearly one hundred cases of circulation lying. Probably there were other liars that he did not find out about, but, after all, one hundred cases bear small relation to the twenty-five thousand publications in the United States and Canada.

Let Mr. Eastman send his auditors into the publisher's office and find out what the conditions are to-day, yesterday and the day before if he likes; but when he insists on a guarantee of circulation a year hence and tries to exact his pound of flesh in the shape of a pro rata rebate, he is passing beyond the bounds of fairness.

He asks if the advertiser is expected to take a chance that the publisher himself is not willing

to take. No, Mr. Eastman, you can keep tab on the situation, day by day, week by week and month by month if you want. You can insist that the publisher shall furnish you with circulation statements as frequently as you like, and you can audit or check up his figures as frequently as you like. You can get all the protection you are entitled to under a "right-to-cancel-the-contract" clause. But when you talk about getting a rebate and refuse to concede the justice of a corresponding bonus you are putting up a proposition which I designated as a "heads you win, tails I lose" proposition. Mr. Mapes himself, with much more experience in this guaranteed circulation business than any one else, has come to see the injustice of that view and he is now buying advertising on a basis of so much per thousand—bonuses as well as rebates.

That is the logical outcome of this whole discussion if Mr. Eastman's contentions are granted. He has explained that such a basis would be very inconvenient to the agent and to the advertiser. A concern might make an appropriation of \$100,000, and if circulations boomed at the end of the year there would be bills in for \$150,000. That would be embarrassing. Consequently, Mr. Eastman says, the movable price is impracticable *when it applies to bonuses*. Equally so it is impracticable *when it applies to rebates*. For the sake of convenience in doing business we have agreed upon a fixed rate for a certain amount of space and it is the most convenient and sensible way of buying advertising.

I am very much interested in what Mr. Eastman has to say about the basis on which he sells his own product. The only reason that I referred to the nutritive value of Kellogg's Toasted Corn Flakes in my article was that he attempted to make a great virtue out of selling that article by weight. I contended that it was not weight that we are interested in so much as nutrition. Now he tells us that he is not

selling us on either basis, but on "flavor." Well, candidly, I do not see how flavor can be measured with a foot rule or weighed on the scales. That is a matter of individual taste. An entire nation admires the "flavor" of sauerkraut, although I do not. His plea that he is selling his product solely on the basis of its "flavor" sounds to me very much like the publisher who refuses all information as to circulation but claims to be selling "consumer influence" or something else equally indefinite and hazy.

Mr. Eastman accuses me of not having read the Kellogg advertisements,—that the claim of nutritive value is never made for Kellogg's Toasted Corn Flakes. How about that one thousand dollar prize offer when young advertising men were asked to write advertisements for Kellogg's? The exact wording of that offer was "How to so effectively present in the fewest possible words *the food value* and delicious flavor of Kellogg's Toasted Corn Flakes, is the problem presented to contestants." Wasn't that an attempt to do business on the basis of nutrition?

He further says that if I want to get real nutritive value in a breakfast food I can confine myself to eating cornmeal mush and milk. No, I am not limited to that. As I showed in my last article, the protein content of oatmeal, for example, is nearly three times that of corn flakes. Furthermore, I seem to be getting a good deal *more for my money* in buying oatmeal and breakfast foods of that class. From the report of the Connecticut Experiment Station, 1909-1910, I obtain the following interesting figures:

	Net Weight—Ounces.	Price Per Pkge.	Cents
Corn Flakes.....	9.7	.10	16.5
Cream of Wheat..	28.7	.15	8.4
Hornby's Oatmeal	28.8	.15	8.3

Again, it seems to be in order to remark that people who live in glass houses should think twice about throwing stones.

Mr. Eastman winds up his excellent article by saying that I



## "Circulation! Percolation"

is a better name for the circulation of the BINGHAMTON PRESS," said a veteran Advertiser.

"Water from the river percolates through the adjoining ground—all over, irresistibly, all the time. You can't keep it out. So the

### Binghamton Press

percolates through practically all the homes in that section."

This is proven by the following statistical blue print: Binghamton and immediate suburbs inventories about 12,000 homes. Over 10,000 of these receive the Binghamton Press by carrier.

70% of this "percolation" "hits home" within 20 miles of the Binghamton City Hall; 80% within 30 miles. All this is in "easy transit" territory.

*Nor should you forget that this is double team circulation. (Daily average 25,040 copies). It gives you a pull with the consumers and also with the dealers.*

The dealer in this territory who doesn't read the BINGHAMTON PRESS isn't worthy of a place on your Ledger. Yes, that's putting it pretty strong. But you can't carry a six-cylinder fact in a two-cylinder runabout.

Besides, you'll do us a favor if you look at our documentary evidence. Incidentally, you'll be doing yourself a favor.

### THE BINGHAMTON PRESS

THE JOHN BUDD COMPANY  
*Advertising Representatives*  
 Brunswick Bldg., New York; Tribune  
 Bldg., Chicago; Chemical  
 Bldg., St. Louis.  
*At your service, any time, anywhere.*

did not advance, in my former remarks, a "single tenable, common-sense argument," etc. Here, again, we have evidence of a peculiar idea of logic and fairness. He and I have elected to try our case in the papers, he being the prosecutor and I being the defendant. Now in addition to being the prosecutor, he also wants to be the judge and jury. I am perfectly willing to leave the judgment in the hands of the intelligent business men who read PRINTERS' INK.

It is true that the Association of National Advertising Managers passed resolutions at their last meeting in favor of this guarantee with rebate (but no bonus) plan. I call attention, however, to the fact that there was a minority of members present and I question very much whether the same resolutions would go through with the entire body of men voting on it after careful and thorough investigation. It is the only error that I have heard of this Association making since it was formed, and I do not believe that their vote represents either the present opinion of the majority or the permanent opinion of the minority.

#### ♦♦♦ "RESULT OF CAREFUL THOUGHT"

H. M. VAN HOESEN COMPANY  
CHICAGO, Jan. 18, 1913.

*Editor of PRINTERS' INK:*

I was greatly interested in reading the very instructive article by Mr. Larned in the current issue of your invaluable magazine. While I agree with him in what he says relative to the hand-lettered advertisement, I want to take exception to his rather sarcastic query below the advertisement of the National Co-operative Realty Company on page 19: "It's hand lettered, but did the shipping clerk do it with his brush?"

The writer was formerly connected with the advertising department of this concern and was present at a conference when this idea was submitted and approved. Sitting in that conference were four of the shrewdest advertising men in Washington, Mr. Marden, Mr. Hopkins, Mr. McDonald—of the company—Mr. McDonald incidentally being president of the Washington Ad Club, and Mr. Smith, of the Washington Advertising Agency, their agents, and this particular ad was the result of careful thought and consideration by these men.

The reason that this style of lettering was decided upon was to attract attention by its uniqueness. Before being adopted it was tried out in two well-

known publications, a monthly and a weekly, and the results carefully noted and compared with the same copy, typeset in the same publications. The fact that the results were 15 per cent greater from the "hand-tooled" copy than from the approved type-set appeal, proves absolutely that the novelty of the lettering—its very crudeness—increased its attention-attracting power.

As you will notice this ad has to produce—it's not one of the brand that merely has to look pretty—it's keyed and checked. I have yet to find a concern who spend the money in checking that the National Co-operative Realty Company do, and unless copy or the publication show a profit in dollars and cents at the end of every month, they are dropped like hot cakes.

It seems to me that there is altogether

**I WANT A MAN**



of good character, in each city and town to act as my **SPECIAL REPRESENTATIVE**. No peddling, canvassing or other objectionable work required. Previous experience unnecessary. Duties need not, at first, interfere with your present employment.

**E.R. MARDEN, Pres.** I will assist the right man to become independent for life. If you are making less than \$2,400 a year and are trustworthy and sufficiently ambitious to learn and become competent to handle my business in your vicinity write me at once for full particulars, my bank references, etc.

**EDWIN R. MARDEN, Pres.**  
Nat'l Co Operative Realty Co.  
V224 Marden Bldg.  
Washington D.C.

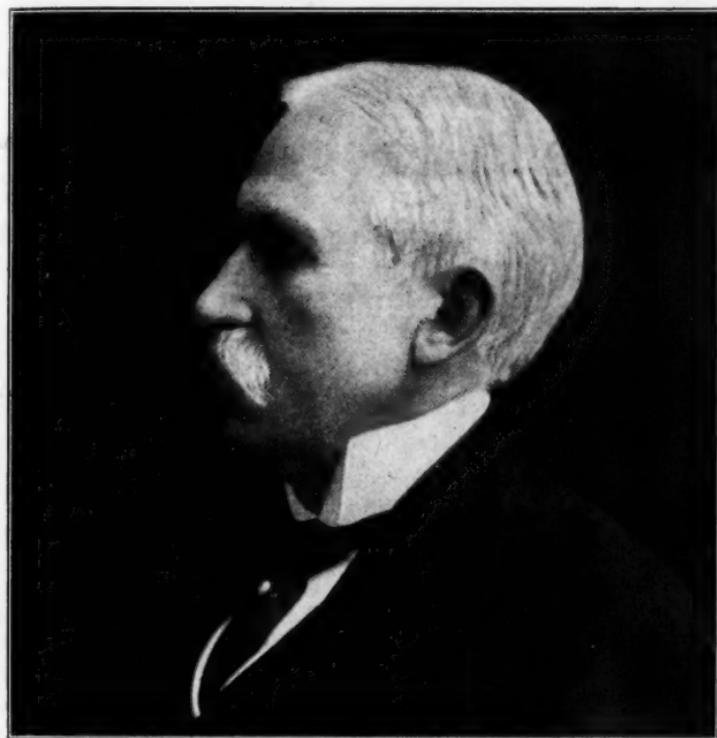


FIFTY FIVE BUREAUS—where nearly 200 employees handle the office details of the immense estate by my representatives.

too much theory getting into advertising these days—too many telling us "how it should be done." What we want is results—profits. Anything regardless of how crude it may be—how unethical it may be—that will produce results should be branded good advertising by the fraternity. "Art for art's sake" is a beautiful thought, but it's darn poor business, and with all due respects to Mr. Larned, I am willing to bet him the cigars that he could have the finest artist in New York at an expense of fifty to a hundred dollars take this same copy and letter it in the most beautiful and most up-to-the-minute styles, and it would not show the returns in dollars and cents—not comments—that this hand-tooled, "shipping clerk" lettered ad did that he has singled out for criticism.

J. C. ASPLET.

Ben Williams and B. V. Unwin, lately of the Louis A. Pratt Advertising Agency, in the Ford building, Detroit, have branched out for themselves under the name of Williams & Unwin, and will do a general agency business.



THE HON. FRANKLIN MAC VEAGH,  
SECRETARY OF THE UNITED STATES TREASURY.

In the course of an article on "GOOD FARMING, THE BROAD BASE OF OUR NATIONAL PROSPERITY," written for the Holiday Issue of THE BREEDER'S GAZETTE, said:

"The readers of THE BREEDER'S GAZETTE represent an EXCEPTIONALLY high type of farming. They are stock-keepers and, therefore, soil builders. \* \* \*

"It is a real pleasure to extend this word of greeting to those who hold in their keeping the fundamentals of the National prosperity; and I COUNT IT A FORTUNATE THING THAT THERE IS SUCH A WORTHY EXPOSITOR OF THE COUNTRY'S PROGRESS ALONG AGRICULTURAL LINES AS THE BREEDER'S GAZETTE."

We shall be pleased to send free of charge a copy of a recent issue of The Gazette to any one interested enough to write for it. The Gazette is read by the better class of people living on their own farms in the Central West—constituting a very desirable class of customers for anyone seeking that kind of trade. For further particulars please address

**The Breeder's Gazette** 542 South Dearborn Street  
Chicago, U. S. A.

OR  
GEORGE W. HERBERT, Inc.,  
Western Representative,  
First National Bank Building,  
CHICAGO, ILL.



OR  
WALLACE C. RICHARDSON, Inc.,  
Eastern Representative,  
41 Park Row,  
NEW YORK CITY.

## The San Francisco Examiner

# Twelve Miles of Advertising

**I**N 1912, *The San Francisco Examiner* printed 10,653,146 agate lines of advertising, which, if placed in a single column, would exceed twelve miles in length. Its nearest competitor, *The Chronicle*, failed of this record by 6.22 miles, with *The Call* slightly worse, 6.32 miles behind *The Examiner*.

That this phenomenal record is due solely to natural growth and is not forced in any particular, can be determined by a study of the opposite page. It will be seen, from the figures presented, that *The Examiner* leads not only in circulation but in **Total Advertising, Display Advertising, Classified Advertising, Foreign Advertising, and Automobile Advertising**. In addition, it has made the greatest gains in each and every form of advertising and, year after year, continues to improve its own unrivaled record.

Despite the fact that the other morning papers have lost circulation consistently during the last five years, *The Examiner* has forged steadily ahead with the result that today it stands ready to substantiate the following claims:

**The San Francisco Examiner has the largest circulation of any morning or evening newspaper in America selling for more than one cent.**

**The San Francisco Examiner has a greater circulation than those of the other San Francisco morning newspapers combined.**

**The San Francisco Sunday Examiner has more than double the circulation of the other San Francisco Sunday newspapers combined.**

### PRESENT CIRCULATION

DAILY OVER - - -	107,000
SUNDAY OVER - - -	204,000

A new rate card showing slight increases in the Sunday rate, and effective February 1st, 1913, is now ready for distribution.

## *The San Francisco Examiner*

# 1912 Advertising Records of San Francisco Newspapers

	Total	Classified	Display	Automobile	Foreign
Examiner, M.&S.*	<b>10,653,146</b>	<b>4,512,536</b>	<b>6,140,610</b>	<b>405,044</b>	<b>1,342,978</b>
Chronicle,	5,136,236	1,752,464	3,383,772	360,068	685,031
Call,	5,047,658	1,494,402	3,553,256	283,502	688,296
Bulletin, Evg.	†4,778,172	565,880	4,212,292	148,623	910,627
Post	2,786,056	294,028	2,492,028		237,437
News,	"	1,472,484			

\* Sundays, 4,123,672 lines; week days, 6, 529,474 lines. These figures are offered to indicate that THE EXAMINER'S lead is not dependent on its immense Sunday edition, for THE EXAMINER, on week days alone, printed more advertising than any other morning newspaper, Sundays included, or any evening paper.

†Exclusive of 351,400 lines of Legal Advertising, published at a nominal rate.

### Examiner Gains

Total Advertising..... 811,566 lines  
 Classified Advertising.... 510,132 lines  
 Display Advertising..... 301,434 lines  
 Automobile Advertising.. 110,859 lines  
 Foreign Advertising..... 333,074 lines

### Chronicle Losses

Total Advertising..... 126,770 lines  
 Display Advertising..... 225,722 lines  
 Automobile Advertising.. 46,033 lines  
 (Local Display)  
 Foreign Advertising..... 32,494 lines

### Bulletin Losses

Automobile Advertising.. 12,393 lines

### Call Losses

Total Advertising..... 130,606 lines  
 Display Advertising..... 178,710 lines  
 Automobile Advertising.. 5,922 lines  
 (Local Display)

### Post Losses

Classified Advertising.... 2,296 lines

# Five Years' Advertising Records of San Francisco Newspapers

	Examiner	Chronicle	Call	*Bulletin	*Post	News
1908..	<b>7,797,790</b>	5,191,256	5,051,466			562,856
1909..	<b>8,520,610</b>	5,271,322	5,364,464	3,400,208		669,928
1910..	<b>9,249,408</b>	4,961,782	5,119,170	3,775,086	2,275,588	918,498
1911..	<b>9,841,580</b>	5,263,006	5,178,264	3,897,614	2,001,356	1,187,907
1912..	<b>10,653,146</b>	5,136,236	5,047,658	4,778,172	2,492,028	1,472,604

\*Exclusive of Legal Advertising, printed at a nominal rate.

M. D. Hunton  
 220 Fifth Avenue  
 New York

W. H. Wilson  
 909 Hearst Building  
 Chicago

# Intensive Cultivation

is doubling the yield of many acres of American soil—without doubling the investment.

Apply the same principle to the business you are getting from the American people—and what you might get.

Intensify. Cultivate **all** the residents of America.

Do not neglect 18,000,000 people right at the doors of the very stores through which you are now selling **some** of the people. These 18,000,000 prefer to get their information through foreign language newspapers.

Write us for full information about this undeveloped market we offer you, and some facts concerning the success of big national advertisers in this field.

**The American Association of  
Foreign-Language Newspapers**

702-3-4-5 World Building - New York City

## FAMILY NAMES AND UNFAIR COMPETITION

JOHNSON EDUCATOR FOOD COMPANY  
BOSTON, Jan. 18, 1913.

*Editor of PRINTERS' INK:*

Your editorial in PRINTERS' INK for January 9th, entitled "Too Big a Sacrifice," in which you referred to unfair competition suits, growing out of the use of family names, proved most interesting to some of the members of our company, due to the fact that we have been through a similar experience.

In order to let your readers know how jealously the Massachusetts courts guard the rights of corporations within the Bay State, I hope you will print the following:

"Some three years ago there was organized in this state a Johnson Cracker company. Included among its incorporators was one Johnson, who was apparently secured solely for the use of his name.

"The twenty-five years' reputation and prestige of the Johnson Educator Food Company has caused the name Johnson and the words 'Educator Crackers' to be associated together.

"It was on the above basis that our company sought to prevent the continuance of the concern under the name of the Johnson Cracker Company. And it was successful, the court decreeing that it was an attempt at unfair competition and not only restrained them from using such a corporate name, but from using the name Johnson in any way.

"A reorganization took place, and a new name was adopted, being that of the town in which the factory was located. But even then these people began printing the autograph of said Johnson as president, beneath their corporate name on their packages and literature. It was necessary for us to call this to their attention in a legal way before such a combination of corporate and individual names ceased.

"Both our contention and the decree of the court seems to have been justified, in view of the subsequent events, since the aforementioned Johnson has been dropped from the employ of the company of which he was made president, as well as another individual formerly associated with us."

JOHNSON EDUCATOR FOOD COMPANY,  
By F. M. BARBOUR, Treasurer.

## OFFICERS OF HOGUET & HAFLAY, INC.

Henri A. L. Hoguet is president and secretary of Hoguet & Haflay, Inc., which succeeds "Hoguet Advertising," New York City. Mr. Hoguet was formerly managing head of the E. T. Howard Agency, of New York.

C. G. Haflay, the vice-president and treasurer, has been advertising manager of the Buffalo Forge Company, and advertising manager of Keuffel & Esser Company, Hoboken, N. J. He was until recently New York manager for the Barta Press, of Boston.

Arthur Seigel has left the Frank Gaiennie Advertising Company, St. Louis, and is now with the St. Louis Poster Advertising Company.



## The "Stronghold" for "Small Town" Advertisers

is what a National Advertiser called



"America's greatest family Weekly."

This remark grew from his careful investigation of GRIT possibilities for NATIONAL ADVERTISERS. He felt richly repaid for coming to Williamsport and looking over the GRIT plant—the largest of its kind in a 40,000 city.

GRIT is a "stronghold" paper in more ways than one. Its strong hold on its readers has never been questioned by advertisers who judge a medium by its echo in their record of returns.

For a generation they have found GRIT a "stronghold" of advertising results.

80.2% of its 263,051 circulation (average for 1912) is in towns under 5000—"far from the maddening crowds" where daily newspapers and magazines scarcely reach.

That's why GRIT also has a strong hold on the foremost General Advertisers; for example—

National Biscuit Co., None-Such Mince Meat, White Wile & Warner Rings, Coca-Cola, Winchester Arms, Barney & Berry Skates, Ingersoll Watches, Resinol Soap, etc., etc.

GRIT is sold by its own army of 14,000 carriers in 14,000 towns. This "franchise" is considered so valuable that it is sold when an agent finds it necessary to discontinue. Such transfers are always subject to the approval of the publisher. No other medium has such full control of its distribution facilities.

GRIT Readers pay 5c a copy, week in, week out; which is more than the average magazine reader pays.

May we pay you a visit and tell you more about this remarkable medium?

GRIT PUBLISHING CO.  
Williamsport, Pa.

## THE JOHN BUDD COMPANY

*Advertising Representatives*

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

*At your service, any time, anywhere.*

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## **A Great Advertising Medium**

is one that offers its readers the widest possible choice of the world's merchandise; one that serves all worthy manufacturers, and puts before its readers the competitive claims of many.

The greater the number of manufacturers who find it a profitable medium, the more effective does that publication become as a salesman.

We believe you will be interested in the record shown below of the number of customers using the four publications carrying the greatest amount of advertising. The size of a page varies so that it is confusing to give the "number of lines" carried. A better test is the number of customers, and here are the figures:

<u>Separate Display Advertisements</u>	<u>Entire</u>
<u>Year 1912 and 1911</u>	

	(1)	(2)	(3)	(4)
S. E. Post	Literary Digest	Cosmopolitan	Collier's	
<b>Entire Year 1912—7,002</b>	<b>4,722</b>	<b>4,051</b>	<b>3,684</b>	
" " 1911—7,694	4,642	3,030	4,241	

To include departments of advertising not carried by all publications we feel would be unfair. The above comparison therefore includes only general display advertising which every publication carries. No count is made of schools, classified, narrow column travel, etc. Including these The Digest would print in 1912, 7,782 separate advertisements and its relative position would remain the same.

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# **The Literary Digest**

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Some advertisers are customers but once a year, others once a month, and a very few once a week. Whether they whom you serve, or that we serve, avail themselves of the service once a year or once a week, they are customers each time they buy.

How great must be the purchasing power of "Literary Digest" readers when they can produce good business for the number of customers listed below.

## Separate Advertisements Appearing in "The Literary Digest" During 1912

514 Automobile and Accessories	184 Miscellaneous
262 Banking, Insurance, and Investment	49 Musical Instruments
233 Building and Construction	426 Office Equipment
36 Cameras and Supplies	211 Poultry, Incubators, Garden Implements, and Seeds
940 Classified	425 Publishers
1,601 Educational	68 Razors, Strops, etc.
320 Food Products	152 Sporting Goods
96 Health Promotion	119 Kennel Announcements
290 House Furnishings	130 Toilet Articles
127 Household Supplies	1,125 Travel and Resort
89 Jewelry, Silverware, etc.	269 Wearing Apparel
212 Real Estate	90 Cigars and Tobacco

The above total shows "The Digest's" patronage in 22 different branches of advertising.

If you are interested in any of these lines of publicity or in any other department of publicity, we are prepared to give you specific data and information regarding "The Digest's" experience and value.

Certain publications are known for their versatility—they will "pay on anything." We can justly claim to be such a publication.

# The Literary Digest

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## THE HOUSE ORGAN AND THE SALES DEPARTMENT

HOW THE BOOKLETS ISSUED BY MANUFACTURERS WORK OUT IN ACTUAL TESTS—MAKING THE PUBLICATIONS AND SALES DOVE-TAIL—SIXTEEN WAYS IN WHICH THESE MESSAGES FROM THE HOUSE MAY BE EFFECTUAL

By C. R. Lippmann.

A firm, not classed as an advertiser, was asked about its house-organ. "We have none," was the reply. "We have only a sales-organ sent every week to our many salesmen." The firms with a sales staff large enough to warrant a printed house-organ for the sales force exclusively, are not very numerous. But those that publish a house-organ for this purpose, seem to make up in intensity what the field lacks in numbers.

A house-organ very much to the point in this class is *The Hundred Point Club Dispatch* of the National Cash Register Company, full of the usual high pressure at which their sales department is kept. This publication makes extensive use of cartoons and portraits to spur on the salesmen. The issue at hand also shows the reproduction of a series of one-quarter page ads featuring the name and the photograph of hundred point salesmen.

*Ginger*, published by the Meek Company, Coshocton, O. (now the American Art Works Company), is sent to the force on the road every week and publishes on the front page the standing of each man in points for every department. This company does not match the men against each other individually, but in the form of two teams, changing the name of the team for each contest. For example, in a tug of war one side was called the Indians, the other the Scouts: each issue carried a message from the chief of each team to his men.

These house-organs are like a newspaper in appearance and treatment.

The *Royal Standard*, sales-organ of the Royal Typewriter Company, carries out the contest idea with a public roll of honor, appearing each month. Unlike the two organs mentioned above, the *Royal Standard* is quite a pretentious 24-page monthly, well printed. A specimen issue contains among other items, suggestions for demonstrations; a comparison of the Royal typewriter with two other makes; an account of a play where the Royal is featured on the stage, with a pretty half-tone of the pretty actresses, followed by a cartoon treatment of the same subject. Surely a double barrelled method of enlisting the salesmen's interest. Then there is an article on Royal features. It is the thirty-seventh of a series of monthly articles by the inventor. It gives an enlarged view of the same nine letters from each of the prominent typewriting machines considered and also a highly interesting stereoscopic photo-micrograph of the faces of typewriter type, showing the effect of wear and accidents in various machines. This article gives diagrams of the parts and bearings, explaining how this effect was brought about in various machines. Surely this is a handy powder magazine of selling ammunition. Another "spur idea" is the listing of the members selling a machine a day. There are many small, chatty, gossip nuggets from the company's many offices; a chapter on factory facts; a department of export notes with many interesting illustrations from foreign countries, and a field department headed by a personal message from the field manager.

The New York Edison Company, in addition to its *Edison Monthly*, issues a weekly confidential house-organ for its sales and inspection departments. It contains private records of the company necessary for its sales promotion work. The *Edison Monthly*, going to architects, engineers, house owners, etc., produces inquiries for the sales department and the *Edison Weekly* helps turn these inquiries into sales.

# An Illustrated Magazine

FOR THE  
SATURDAY EDITION  
OF THE

# New York Evening Post

On February 8th next, the New York Evening Post will begin the publication on Saturdays of an illustrated magazine, a periodical of sixteen pages with four cover pages, the outside covers to be in colors. This Magazine will be part of the regular Saturday issue of The Evening Post, which, on Saturdays only, will thereafter sell for five cents a copy, and the new section will not be sold separately. It will set a new standard for publications of this kind, in interest, beauty of typography, and illustrations, and its cover designs will include the work of leading American artists.

Its contents will be up to the standard ever maintained by The Evening Post. The keynote will be entertainment—the kind of illustrated weekly which will make a broad appeal and be a welcome visitor in every household. From time to time it will contain features of special interest to women and to children. The first number of the Saturday Magazine will have a superbly designed cover by Taber Sears, the well-known artist. It will contain the opening chapters of a Cape Cod novel full of humor, by Sarah P. McL. Green, entitled "Everbreeze." It is illustrated by Relyea, whose drawings are familiar to magazine readers. Short, humorous stories and sketches, by Stephen Leacock, are being illustrated by R. B. Fuller.

The Magazine will make a feature of Fashion pictures of distinction, also pictures of the best offerings on the New York stage.

The Evening Post Saturday Magazine will not be syndicated to other newspapers.

The size of the illustrated magazine section will be 10% x 15 $\frac{1}{4}$  inches, and its column measure will be such as to permit of its accepting the same advertising copy as is prepared for and used in such magazines as the Associated Sunday Magazine, Collier's, Saturday Evening Post, Harper's Weekly, etc.

## The Evening Post

NEW YORK

Price **5** Cents

ON SATURDAYS ONLY

NEW YORK

An intensive sales-organ of more than ordinary interest is *The Spirella Monthly*, whose editor has the task of keeping several hundred women, corsetieres, happy. This publication, though plainly dressed, is full of meat. It does not feature illustrations, but shows its readers how to fit and sell corsets and contains the usual uplift stuff about perseverance, making friends, service, etc. The pamphlet is accompanied by a blank with these questions:

1. How many advertising plates have you ordered and inserted since . . . .?
2. In what paper?
3. How many letters from inquiries who answered our national advertising have we sent you?
4. How many of these inquiries have you sold corsets to?
5. Do you desire to retain these letters and make further efforts to sell the parties?
6. Will you do local advertising this fall?
7. Will you use our plates or prepare your own ads?
8. What amount of money do you feel justified in devoting to advertising during the fall and winter?
9. Do you have samples of the ads we prepared and a schedule of our national advertising?
10. If not, shall we send you another?

Two pages of field notes give interesting leaves from the daily experiences of many of their successful agents.

A sales force house-organ that accomplished results in a short time is *US for Us*, the 40 page house-organ used by the United States Tire Company to weld into a homogeneous organization the forces of the merged companies. This pamphlet is written to a large extent by Mr. Hubbs, the advertising director, in a very felicitous style, and is devoted principally to legitimate jollying write-ups of salesmen, sales managers of the various districts, and the sales agencies. Uplift is dealt out only in homeopathic doses, well sugared.

The McCaskey Register Company issues a bulletin semi-monthly. "It is in the interest of its sales organization, which numbers three hundred men," says Milton Bejach, the advertising manager. "The edition is 1,000, distributed among our salesmen, branch offices and the Alliance, O., office employees. The book deals with the matter of selling McCaskey systems and the men who sell them. It prints notices of unusual sales, half tones of specially built systems, and something about the men who sell them. There is always a page or more of personal talk, marriages, deaths and births in salesmen's families. In brief, the policy is to weld the McCaskey organization into one big family."

The Chalmers Motor Company issues a house-organ to stimulate enthusiasm and to furnish new selling ideas to the members of the Chalmers organization. "We have no fixed date of publication," says L. Anderson of its advertising department, "but we usually get our little paper out every two weeks, though sometimes we will issue it weekly for a month or so. More than fifty per cent of the circulation is among Chalmers dealers and salesmen. We have on our list, however, a number of people connected with the selling organizations of other companies. We have from time to time felt very appreciable results from the work of our house-organ, especially when it has been desirable to concentrate selling effort on some one model, or when we have some particular piece of advertising literature we want to push. Only certain issues are distributed among Chalmers owners or prospective owners. We have had some very good results from time to time when such issues were distributed."

In selling goods that run into money like automobiles and where the prospect does considerable thinking before placing his order, the house-organ in his hands is a mighty helpful assistant salesman. Which explains why nearly every one of the salesmen of the Thomas B. Jeffrey Company, in the

words of E. S. Jordan, manager of branch sales, "keeps a file and watches each issue closely for the appearance of his own name or some reference to his own success."

Some progressive retail stores issue house-organs for their sales clerks. The purpose of such publications is well summed up by Mr. Cessna, of the Harned & Von Maur department store, Davenport, Ia. He says:

"Our house-organ was brought into life to supply us with a convenient means of keeping our employees informed regarding various methods in conducting this business; about new goods and arguments to help sell them; to give information regarding the manufacturing processes and to serve as a means of instructing in salesmanship."

The same idea underlies the house-organ of the United Cigar Stores Company. Says C. S. Wise, of the advertising department: "Our book gives our clerks

a thorough knowledge of the growth of tobacco of various kinds and the manufacturing processes it goes through. We also publish articles giving examples of skilful salesmanship; the application of our auditing system and personal notes in which clerks are mentioned. Stimulating articles on the importance of salesmanship, not only to the clerk and his employer, but economically considered, to the public at large, appear in our organ."

The house-organ of the Diamond Crystal Salt Company goes to the jobbers' salesmen. So does also the house-organ of W. E. Wroe & Co., *Wroe's Writings*. "This publication," says Mr. Wroe, "may be said to outline the policy of every salesman. As a rule we devote at least one page of each number to thoughts for salesmen in an effort to aid the sales forces of our own customers to higher accomplishments. A large percentage of our customers send us names of members of

## Better positions for advertising men

I have the following openings for ambitious advertising men in eastern and middle western cities:

High-grade representative for machinery and hardware journal. To the right man salary of \$3000. No. 7526.

Copy writer, young man of ability, for service department of big catalog printing concern in New York. No. 5308.

Leading trade journal of Chicago is seeking an experienced solicitor; salary according to ability to influence business. No. 1637.

Send for my new circular, pointing the way to opportunity. No advance fee.

For copy writer familiar with retail cloak, dress and suit business, exceptional opportunity in Ohio. No. 7525.

Automobile advertising manager wants assistant with technical education and publicity department training. Start at \$25. No. 6923.

Newspaper solicitors and copy writers wanted for positions in New England, New Jersey and Pennsylvania. Salaries \$25, \$30 and \$35.

## Fernald's Newspaper Men's Exchange

*Advertising—Printing—Publishing Positions.*

221-3 Besse Building, Springfield, Mass.

their sales forces to be placed on our mailing list."

In the sale of commodities of a one time sale nature, the house organ is an economizer of time and effort, by picking out prospects. W. R. Hurlbert, sales manager of the Goldschmidt Thermit Company, recently said: "Every issue brings in a great many inquiries from people who are desirous of using the process for different classes of work."

Some house organs produce sales without the aid of salesmen, or in connection with other advertising. An instance of the latter is *Hood's Farm News*, which in addition to newspaper advertising represents the sales force of the C. I. Hood Company.

The Three-in-One Oil Company, publishers of *Three-in-One Sense*, has a sales department which is strictly advertising. It has no salesmen. Jobbers seem anxious to have the company do all the advertising it can for their benefit, and therefore welcome the house-organ. Many jobbers furnish lists of dealers who ought to be customers, to whom the house-organ is sent.

The Hartford Suspension Company publishes *Auto Comfort*, circulates it largely among automobile owners. Each month an order blank is enclosed for the goods or for some booklet the concern wants to place in the hands of prospects. These order blanks vary in appearance each month, so results can clearly be traced. There is a separate order blank for each accessory.

An unusual case of a house-organ with salesmanship is *Cold*, published by the Madison Cooper Company. The concern does not have a sales department. It gets many inquiries from *Cold* and has secured a number of profitable contracts directly traceable to it. Competition embraces the entire ice machine trade of the country, and consists of over one hundred manufacturers with traveling representatives aggregating in the neighborhood of one thousand. *Cold* was started in self-defense. It is an educational missionary that seems to bring prospects to

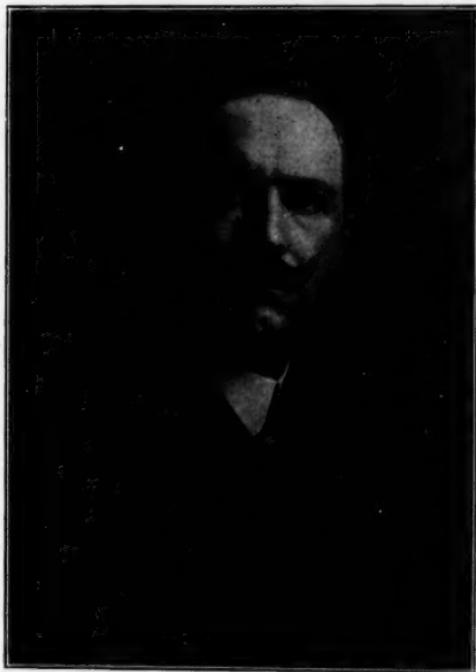
the closing stage. It is one of the chief missions of the house-organ to work on the prospect either in a preparatory manner or as a reminder between the salesman's call.

In both directions the *Reinforced Concrete Buildings* of the Turner Construction Company has proved very useful. In the words of J. H. Perry, manager of the contract department, "The object of our bulletin is to create publicity for our company, so that our sales department, in approaching a prospect, may not need to introduce our firm. A very important use of our house-organ from our point of view is that it gives us something that we can leave after a call, something which he can read and study over. Our house-organ is also used for insertion with our follow-up correspondence."

The Under-Feed Stoker Company of America uses its house-organ, *The Publicity Magazine*, somewhat like lawyers use their reference library, to point to precedents in the way of Jones stoker installations. Says R. Dacey, advertising manager: "One hundred and twelve separate and distinct issues of this magazine published during the past nine years serve as a history. To-day we have in concise form a record of what the Jones Stoker equipment has accomplished under every possible boiler room condition. For every prospect that comes to our notice to-day, we can give facts, figures and illustrations testifying to just what our equipment has accomplished under similar conditions. All of our salesmen make use of the history contained in the magazine in closing sales or attempting to close sales."

In a similar educational manner the salesmen of the General Fire Extinguisher Company use the *Automatic Sprinkler Bulletin* of this firm when dealing with prospects.

The mission of the house-organ naturally is to bring the advertising and the sales departments into closer contact. For example, Geo. W. Putnam, of the C. I. Hood Company says:



## A New Editor Comes to THE SMART SET

As we announced in our February number, Willard Huntington Wright has joined the *SMART SET* editorial staff. The infusion of new blood always produces a healthy chemical change. The sort of blood that Mr. Wright brought into *THE SMART SET* is of the virile and stimulating kind which is needed by a magazine which caters to healthy-minded readers.

Mr. Wright is no amateur in the literary and critical ranks of America. His experience with American literary conditions, both from the inside and from the standpoint of a practical writer, has been wide and varied. He possesses a high academic education, but is free from the pedantry which is supposed to accompany such an education. For many years he has made literary criticism his forte. He possesses a fine sense of values, and is familiar, not only with the works of American authors, but also with the Continental writers. Another thing that enables Mr. Wright to render competent service to the readers of *SMART SET* is the fact that in addition to his literary work, he has kept in close touch with the important affairs of the day, and has familiarized himself with the tastes of the better class of magazine reader.

Mr. Wright is not taking the place of any of the editorial staff of this magazine, but is an addition, a fresh point of view, a new element in *SMART SET* affairs.

All points of view are worth having, and Mr. Wright represents a point of view a little different from any which we have heretofore had. What influence he will have on *THE SMART SET* will be that of broadening, rather than changing.

We have printed much regarding other members of *THE SMART SET* editorial staff. The work of Mr. Norman Boyer and Mr. Mark Lee Luther, both eminently capable and experienced editors, is already well known to the readers of this magazine.

**JOHN ADAMS THAYER**

"*Hood's Farm News* is really a part of the sales department, the same manager having charge of the advertising and sales."

The Lowe Brothers Company's *Little Blue Flag* is planned jointly by the advertising and sales departments. The organ of the Bissell Carpet Sweeper Co. is edited by the sales department. The sales department of the Born Steel Range Co. runs its house-organ. Other house-organs dovetail with the work of the sales department. On the other hand there is Thomas A. Edison, Inc., whose *The Edison Phonograph Monthly* does not dovetail with the work of the sales department in any particular way, although it constantly seeks to supplement the work of that department by writing to the trade along sales lines. The *Phonogram* of this company, according to the advertising manager, L. C. McChesney, "has practically no connection with the work of the sales department, except that it is designed to exploit Edison records. The only evidence of its value is that we put a price of \$2.50 per thousand on it and 400,000 copies are bought every month by our dealers. They in turn mail it without charge to the public. If it were not appreciated, we believe the dealers would not continue to order it as they have and to the extent they do."

The International Harvester Company in *The Harvester World* does not try to dovetail with the sales force, does not try to make sales by it or carry any specific advertising of machines. It helps the sales force by bringing them closer to each other, by creating good will among dealers.

"In getting out our house-organ, *57 Varieties*," says Mr. Achenbach, advertising manager of the H. J. Heinz Company, "we did not attempt to use it in special campaign work on any particular variety which our sales force might be pushing, but it was intended solely as an auxiliary aid to our general advertising and we depended upon its being effective mainly through the fact that it was made as read-

able as possible with the minimum amount of direct advertising in its articles." "Nevertheless," continues this advertiser, "Our salesmen are rather favorably disposed to its use and express themselves very favorably with regard to the general effect its distribution has upon their trade, in getting them interested in our product and the way same is prepared."

On the whole, where house-organs are sent to dealers, who are visited by the traveling force of the house, the co-operation and dovetailing between the two are very close, not only as to subject matter, but as to timeliness.

For example, the Meyer Brothers Drug Company say of their *Disseminator*: "We promptly provide our salesmen, about eighty men, with copies, and they promptly put it to use in soliciting business and are frequently able to start an order by means of this valuable assistant. In order to sound them as to what value they placed on this publication, we wrote them some months ago, hinting at a possibility of discontinuing it. These letters brought prompt replies and all of them were of the same opinion, namely, that we would make a serious error in discontinuing."

The Bessemer Gas Engine Company says of their *Bessemer Monthly*: "We think the house-organ a good medium where the advertising department is simply a part of the sales department. The good resolutions which a sales department will make to reach their clientele, say, once a month, hold good for three or four months and then perhaps lapse, owing to the rush of business. But a house-organ usually has a definite day in the month in which to appear, and there would be a feeling of disappointment if a month was skipped, whereas with circulars it would not make any difference. Thus you are held down to a regular monthly distribution by means of a house-organ."

The *Timken Magazine*, issued by the Timken Roller Bearing Company, helps its salesmen overcome the prejudice of auto manu-

facturers against buying parts from outsiders—which is lifting a heavy stumbling block from the traveling man's path.

The *Kahn Messenger*, according to E. Cohn, advertising manager of the Kahn Tailoring Company, "backs up the sales department in many and devious ways. Not only does it urge agents to cooperate with our national advertising, but it gives valuable suggestions for window trims, newspaper ads, circular letters, etc., to be used by the agent in his own territory. It advises as to seasonable styles, instructs on how to conduct the tailoring business and other correlated subjects, all giving the sales department its necessary backing." This house-organ practically conducts a correspondence course in measuring and fitting men for suits, showing in an elementary manner how to avoid misfits."

The National Lead Company, according to O. C. Harn, advertising manager, finds the *Dutch Boy Painter* a right bower to the

sales department. "It is not issued frequently enough to become a bulletin of the sales department announcements to the trade, but in a general way it backs up and prepares the way for the salesmen. The sales department decides who shall be recipients of the magazine and we put on names of any one whom a salesman is working on, even though not in the main classes for which the magazine is published chiefly. The salesmen are constantly consulted on features for the magazine and suggestions are eagerly sought from them. Every effort is made by the salesmen to help make this publication an active power beneficial to the trade and to the company."

In addition to helping its salesmen the B. F. Goodrich Company finds its house-organ helpful in popularizing the name of the company among the customers, and the Peck-Williamson Heating & Ventilating Company, W. W. Freife, advertising manager, finds that its house-organ, besides help-

# THE STORY OF Poster Advertising SUCCESES

both local and national, is an interesting one.

Write us for specific information.



631 South 6th Street

-:-

St. Louis  
Fourth City

# Colors

Why it  
To idify  
Then my  
what le

## Use PG

*Estimates showing the moderate of  
promptly for action.*

### POSTER ADVERTISING ASSOCIATION

#### OFFICIAL LIST

Associated Billposters' Protective Co.....	147 Fourth Ave., New York City
N. W. Ayer & Son.....	300-308 Chestnut St., Philadelphia, Pa.
George Batten Co....	4th Ave. Bldg., 4th Ave. and 27th St., New York City.
A. M. Briggs Co.....	1108 Hippodrome Bldg., Cleveland, O.
Geo. L. Dyer.....	42 Broadway, New York City
Mahin Advertising Co.....	Monroe Bldg., Chicago, Ill.
Massengale Advertising Agency.....	Atlanta, Ga.

Ivan  
Pacific  
The C  
Geo.  
Henry  
Poster

Buy it them on your package?  
Identify it.  
Why not teach the people  
what look for?

# POSTERS

*derals of Poster Advertising supplied  
for action. Write us.*

**SOCIO, 1620 Steger Bldg., CHICAGO**

## **SPECIAL ADVERTISERS**

Ivan B. Nordhem Co.....	Bessemer Bldg., Pittsburgh, Pa.
Pacific Poster Advertising Service....	653 Pacific Bldg., San Francisco, Cal.
The Crockett Agency.....	Maison Blanche Bldg., New Orleans, La.
Geo. Enos Throop, Inc.....	1516 Tribune Bldg., Chicago, Ill.
Henry P. Wall.....	Paddock Bldg., 101 Tremont St., Boston, Mass.
Poster Selling Company.....	1015 Fullerton Bldg., St. Louis, Mo.

ing to create new dealers, injects more enthusiasm in the old dealers and increases the prestige of the product.

In lines of goods where style is a factor, the house-organs assist sales departments frequently by acting as an advance or as a corrective catalogue. W. G. Dennison, advertising manager of Rice & Hutchins, shoes, says. *Push* dovetails with the sales department by showing the styles that each agency wants pushed, and by running special advertisements for shoes upon which we wish to jack up the sales.

*The Wallace*, of R. Wallace & Sons, goes to jewelers with this mission: "New goods are illustrated about the time salesmen are covering territory with samples. New customers are put on the mailing list and are thereby kept informed about lines until the salesman's next visit. Dealers are provided with illustrations and a description of new flatware patterns, tea sets, toilet ware sets, etc., through *The Wallace* before new catalogue pages can be prepared for distribution.

Used for the opposite purpose of canceling numbers no longer in stock, is *The Hustler*, published weekly by the Semi-Ready Company, Toronto. This house-organ contains salesmen's itineraries.

When a firm makes a line of goods confined to but a few items, as in the case of the Hotpoint Electric Heating Company, Ontario, Cal., the house-organ catalogues the entire line.

When a company has too large a line, as, for example, the Taylor Instrument Companies, the salesmen feel that the house-organ is quite an assistance to them in directing the trade to different parts of a line which it would take too much time to work up in the missionary way.

It will be seen from the foregoing experiences of house-organ users that flexibility of purpose and treatment make the house-organ a helpful auxiliary for the sales manager and that it can be used for all the preliminary steps to a sale. The closing is generally up to the salesman.

## SANATOGEN PRICE-CUTTING CASE BEFORE SUPREME COURT

ORIGINATED IN THE DISTRICT OF COLUMBIA—CERTIFIED TO HIGHEST TRIBUNAL BY JUDGES OF COURT OF APPEALS—REVIEW OF THE CASE TO DATE

### *Special Washington Correspondence.*

It is a dull week, of late, that does not bring some fresh effort to have the highest courts in the land pass upon the rights of the manufacturer to fix and maintain the resale price of patented articles. Representatives in Washington of certain large department stores and other interests eager for a free hand in price-cutting have lately confided to the correspondent of PRINTERS' INK that they have about abandoned hope of the passage by Congress of the Oldfield bill or any similar legislation. "It is bound to be lobbied to death" is the way one of these men expressed his view of the prospects of the Oldfield measure. Pessimistic regarding legislative authority for price-cutting, the interests referred to are redoubling their efforts to obtain judicial interpretations of existing laws that will answer the same purpose.

The latest development is the carrying to the United States Supreme Court of the question of price-maintenance as involved in the "Sanatogen" price-cutting case which case has attracted no little attention from manufacturers and advertisers during the time it has been in the lower courts. The specific question put up to the nation's highest tribunal for decision is whether there is to be construed as infringement of patent the action of a price-cutting druggist in retailing at less than the price fixed (as per warning notice) original packages of Sanatogen purchased of jobbers.

Aside from the importance of the question involved which is, of course, the basic and fundamental one of the whole price-fixing issue, no little interest attaches to the manner in which this particu-

lar controversy has reached the U. S. Supreme Court. The case originated in the Supreme Court of the District of Columbia, where a decision was rendered in favor of the price-cutting druggist. The manufacturers of Sanatogen thereupon carried the case to the Court of Appeals of the District of Columbia—a tribunal which, as already set forth in PRINTERS' INK, is closely identified, as it were, with the U. S. Patent Office and by its decisions, serves as a guide for the administration of the Patent Office.

Evidently the judges of this Court of Appeals are in doubt or cannot agree as to what disposition should be made of this Sanatogen case, for the Chief Justice and associate justices of the Appeals Court have certified the case to the United States Supreme Court, a privilege which is granted to this court, in common with the various Circuit Courts of Appeals throughout the United States, by the new judicial code recently adopted. By this expedient the

Court of Appeals has the benefit of the opinion of the highest tribunal in the land before passing judgment on the case, whereas were the Court of Appeals to go ahead and decide the case on its own responsibility, it is almost certain that the matter could never then be taken up to the U. S. Supreme Court. There is one procedure which might affect that result but it is almost never allowed.

The gist of this Sanatogen case to date cannot be more clearly and concisely summarized than in the words of the certificate which the members of the Court of Appeals have just filed with the Federal Supreme Court. The document certifies that the record in the pending case discloses the following: "Bauer & Cie of Berlin, Germany, co-partners, being the assignees of letters patent of the United States dated April 5, 1898, covering a certain water soluble albumenoid known as 'Sanatogen' and the process of manufacturing the same, about July, 1907, entered into an agreement with F. W. Heh-

# Poster Advertising IS THE Great Selling Force in Chicago

**It reaches the millions of residents and visitors  
all day, every day.**

**Every artery in the city and district is covered;  
there is no waste circulation.**

**American Posting Service**  
B. W. ROBBINS, President  
**CHICAGO, ILLINOIS**

meyer, doing business in the city of New York under the trade name of the Bauer Chemical Company, whereby Hehmeyer became and has since been the sole agent and licensee for the sale of said product in the United States, the agreement contemplating that Hehmeyer should have power to fix the price of sale to wholesalers or distributors and to retailers and to the public.

"The agreement further contemplated that said product should be furnished Hehmeyer at manufacturing cost, the net profits obtained by him to be shared equally by the parties to the agreement.

"Since April, 1910, the product has been uniformly sold and supplied to the trade, and to the public by the appellants and their licensees in sealed packages bearing the name 'Sanatogen,' the words 'Patented in the U. S. A. No. 601,995,' and the following:

**NOTICE TO THE RETAILER**

This size package of Sanatogen is licensed by us for sale and use at a price not less than one dollar (\$1). Any sale in violation of this condition or use when so sold will constitute an infringement of our patent No. 601,995 under which Sanatogen is manufactured and all persons so selling or using packages or contents will be liable to injunction and damages.

A purchase is an acceptance of this condition. All rights revert to the undersigned in the event of violation.

**THE BAUER CHEMICAL CO.**

"The appellee is the proprietor of a retail drug store at 904 F street, N. W., in this city (Washington, D. C.). He purchased of the Bauer Chemical Company for his retail trade original packages of said Sanatogen bearing the aforesaid notice. These packages he sold at retail at less than one dollar, and, persisting in such sales, appellants in March, 1911, severed relations with him. Thereupon appellee without the license or consent of the appellants purchased from jobbers within the District of Columbia, said jobbers having purchased from appellants, original packages of said product bearing the aforesaid notice, sold said packages at retail at less than the price fixed in said notice, and avers that he will continue such sales.

"The Court of Appeals of the

District of Columbia further certifies that the following question of law arises upon the record, that its decision is necessary to the proper disposition of the cause, and to the end that a correct result may be reached desires the instruction of the Supreme Court of the United States upon that question to wit: Did the acts of the appellee in retailing at less than the price fixed in said notice original packages of Sanatogen purchased of jobbers as aforesaid constitute infringement of appellant's patent?"

How soon the court of last resort may be expected to pass upon this question is problematical, but it will not be in the very near future. In the meantime, there is virtually held up, pending the decision, another similar case in which this same price-cutting druggist, James O'Donnell, is being prosecuted for patent infringement in retailing the Gillette Safety Razor at less than the price stipulated by the manufacturer. In the Gillette case the same (lower) court that gave O'Donnell his first victory in the Sanatogen case has refused to issue an injunction to put a stop to the sale at cut price, and it is said that the druggist has, since the legal fight was started, sold \$5 Gillette sets at \$4.19. Incidentally current gossip in Washington has a rumor that the present Chief Justice of the United States was one of the purchasers of these cut-price razors so that if that case ever goes to the Supreme Court it may not be passed upon by a full bench.

The attorney representing the cut-rate druggist in the Sanatogen case has made a very elaborate presentation of the case for his client. He takes as his text for this the question, "When does the patentee's right to dictate the resale price of his patented article terminate?" In his estimation, there was, prior to the year 1896, no apparent difficulty in answering this question. The lawyer who was consulted on the subject felt safe, up to that time, he declares, in advising his client on the faith of repeated pro-

**ADVANCE MOTION PICTURE CO.**  
**MANUFACTURERS**  
**CHICAGO**

GENERAL OFFICES  
 1328-30 PEOPLES GAS BUILDING

FACTORY AND STUDIO  
 950 EDGECOMB PLACE

Chicago, January 23, 1913.

Printers' Ink Publishing Co.,  
 12 West 31st Street,  
 New York City

Att. Mr. J. M. Hopkins,

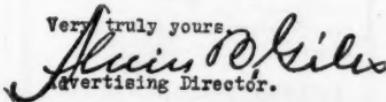
Dear Mr. Hopkins:

Replying to your letter of the 18th, in which you acknowledge receipt of the quarter-page advertisement for your Annual Review Number —

I heartily agree with you that it is hardly a fair test of a publication's value as an advertising medium to insert copy spasmodically. It would probably surprise you to know that our first advertisement in PRINTERS' INK brought in fifty-two replies from advertising firms and advertising managers. It seems at this time, that a \$5500 contract will be a result of this one ad; so I assure you that we are not complaining of results. If "once-in-a-while" copy will do this, of course regular copy would do much better.

We really have more business on hand right now than we can take care of with our present equipment. We expect, however, to go into larger quarters by May first. We hope by that time to have our plans so arranged, that we can run regular copy in PRINTERS' INK and other publications.

With kindest personal regards, I am

Very truly yours  
  
 Advertising Director.

ABG-B

ADVANCE MOTION PICTURE CO.



## Persistent Publicity of a Quality Trade Mark

A striking example of consistent advertising—steady, month-in-month-out trade mark “hammering”—for over half a century, is that of

**1847**

**ROGERS BROS.**

*“Silver Plate  
that Wears”*

The readers of this publication are interested in advertising. When called upon to cite instances of extraordinary trade mark exploitation, the success of **1847 ROGERS BROS.** silverware can be mentioned as a staple that has won through merit and advertising.

**INTERNATIONAL SILVER CO.**  
Meriden, Conn.

Successor to Meriden Britannia Co.



nouncements by the United States Supreme Court, that when a patentee or his assignee, had manufactured and sold for a satisfactory price the machine or other article protected by the patent that machine or article was therefore “without the patent monopoly,” and beyond control of the patentee to dictate its resale price. This view of the situation which is said to have prevailed prior to 1896 is alleged to have been based upon the findings of the Supreme Court in the cases of Adams vs. Burke; Morgan Envelope Company vs. Albany Paper Company; and Keeler vs. Standard Folding Bed Company.

It was the decision in the famous case of the Heaton Peninsular Button Fastener Company that this attorney holds responsible for spreading over this broad question “a cloud of doubt through which at the present day the vision of neither layman nor lawyer can safely penetrate.” It was not, however, what the button fastener case decided but the general language used by the court in that instance that is held responsible. This was followed by the decision in the Dick-Henry mimeograph case, and the attorney says: “Undeniably the result of the decision is to extend the lawful monopoly of a patent to unpatented and unpatentable articles.”

Space will not permit quoting this latest discussion of the mimeograph case except as to one point which is latterly being magnified by all the interests assailing price maintenance. In the present instance the attorney says: “It was most unfortunate that a decision so far-reaching in its effort should have been actually decided by a minority of the Supreme Court. The case was argued after the death of Mr. Justice Harlan, and during the absence of Mr. Justice Day. The opinion of the Court was delivered by Mr. Justice Lurton with whom Mr. Justice McKenna, Mr. Justice Holmes and Mr. Justice Van Devanter concurred; a vehement dissenting opinion was delivered by Mr. Chief Justice White with

whom Mr. Justice Hughes and Mr. Justice Lamar concurred. After the opinion was delivered the plaintiff in error (Henry) asked leave to file a petition for rehearing and the Attorney-General and the Solicitor-General filed an application and brief on behalf of the United States for leave to intervene and for a re-hearing of the cause, these public officials taking this extraordinary action because of the wide public interest and the grave effect of the decision. Both applications for rehearing were denied. Under a rule of the United States Supreme Court a rehearing of a case which has been decided cannot be granted unless one of the justices who concurred in the majority opinion requests the rehearing. Thus we have presented a case of the gravest importance in which the law of the land, for the time being at least, has been settled by a minority of the court of last resort."

This latest contribution to the very interesting array of legal documents bearing upon enforced price maintenance incidentally discloses the fact that since the decision in the button fastener case above mentioned, the inferior Federal courts throughout the country have in a total of more than twenty-five price restriction cases issued injunctions restraining dealers from price-cutting.

The meat of the argument as concerns the present Sanatogen case found in the brief filed by the attorney for the price-cutting druggist is as follows: "It was utterly impossible for plaintiffs to sell a package of the patented article to O'Donnell, and reserve to themselves the right to sell that package to any one else at any price. The argument is that a patentee, after having manufactured his patented device, after having sold that device at whatever price he chose, can, under his statutory patent right retain in himself the right to sell that particular article,—that concrete embodiment of the patented invention,—at some other or different price than that named in the label on the article



*Anyone* can hit a nail on the head. The point is, are you hitting the right nail? No use driving a nail where it won't do any good.

About eighteen months ago the President of a large concern selling a specialty by mail, wanted to reduce his cost per order, which had been gradually increasing for some time.

An exhaustive investigation of his proposition showed that while his copy was excellent, he was wasting nearly half of his appropriation by going after a class of prospects who were not financially in a position to continuously buy his product.

He has reduced his yearly expenditure from \$72,000 per year to about \$40,000; and while the volume of his business has shrunk a trifle, his net profits have increased \$25,000 per year. He was hitting the nail on the head with well directed blows, but he wasn't hitting the right nail.

Our new book on Analytical Advertising is brim full of equally interesting instances of the type of results we are securing for our clients. You are most welcome to a copy, without obligation—please write for it on your business letterhead.

## RUTHRAUFF and RYAN

118 East 28th Street  
New York City



# The Memphis News Scimitar's Record of Seven Consecutive Years of Advertising Gains Over Each Preceding Year

**1906 GAINED 20,082 INCHES**  
**1907 GAINED 34,715 INCHES**  
**1908 GAINED 4,924 INCHES**  
**1909 GAINED 14,451 INCHES**  
**1910 GAINED 67,877 INCHES**  
**1911 GAINED 24,070 INCHES**  
**1912 GAINED 25,122 INCHES**

Every year for seven years the News Scimitar has made positive and consistent advertising gain. Despite all the graft, public, semi-public and private, it has had to fight or be fought by; despite vicissitudes and handicaps imposed upon it by selfish interests and notwithstanding its uncompromising attitude on questions of paramount issue and in spite of the elimination of much undesirable advertising, including tens of thousands of dollars of liquor advertising, the News Scimitar has enjoyed a steady and gratifying progress in advertising, circulation and influence.

The News Scimitar goes into over 20,000 of the 28,000 homes of the city and in nearly 46,000 homes in this territory at a time when the readers have the leisure hours to read and plan.

These facts make the advertising columns of the News Scimitar the safest, surest, shortest and most economical channel connecting the customer with the merchant.

The News Scimitar's advertising and circulation books are open to all. With no friends to reward nor enemies to punish the News Scimitar ever aims to reach the highest rung in newspaper perfection.

Represented by

*Lane Block* Inc.,

New York

Chicago

Boston

"Or, to phrase it somewhat differently, the argument is that the patentee may part with the title to the concrete embodiment of the patented invention, receiving therefor the full price demanded for it, retaining no right to make any further profit out of it by virtue of the manner in which it is used or sold, but that under his patent, by means of the label affixed to the article, he licenses the purchaser of that article to sell that particular article at not less than the given price, retaining in himself the right to sell, not other embodiments of the patented invention at a different price, but to sell that particular embodiment of the invention at a different price. This argument cannot be sound, and it is only resorted to in an attempt to apply the inapplicable doctrine of *Dick vs. Henry* to the wholly different situation presented by the price restriction cases."

This line of argument has been provoked, of course, by that feature of the manufacturers' price maintenance system whereby, while upholding a specified retail price, the manufacturer reserves to himself the right to sell the same goods at a less price to the jobber or middleman. This is perhaps the first case in which such stress has been laid on this point of attack,—the practice of the manufacturer to grant concessions below the placarded price to the jobber and, for that matter, indirectly to the retailer also.

## ATTITUDE OF VICTOR TALKING MACHINE CO TOWARD NEWSPAPERS

The Six Point League of New York had as guest at its monthly luncheon at the Victoria Hotel, January 24, H. C. Brown, advertising manager of the Victor Talking Machine Company.

Mr. Brown related some of his experiences as a seller of advertising before he was connected with the Victor Talking Machine Company and expressed his sympathy for the sellers of advertising who were kept waiting an unreasonable length of time in the offices of advertisers and agents, before they could present their proposition; and many times this privilege was not granted them.

Since he became a buyer of advertising Mr. Brown stated that he had never knowingly kept a seller of advertising waiting to see him more than a

minute or two. By following this method he had secured a great deal of information that was of value to his concern.

Within the past nine months the Victor Talking Machine Company has commenced to advertise in newspapers, and Mr. Brown predicts that at the end of five years his firm will be one of the largest users of newspaper space.

He called attention to the fact that newspaper publishers all over the country were cleaning up their columns and refusing to accept undesirable advertising, although a number of publishers had not yet come to this stage. He said there was enough new business ready to go into the newspapers that would more than make up for the undesirable element, as soon as it stopped appearing.

He told representatives the kind of information he wanted from them was facts about the territory in which their papers were published; what the pay-rolls of the manufacturers were; how often the employees of these manufacturers were paid; on what days, and full information about business conditions.

Mr. Brown did not want to hear one representative knock another paper but simply present his proposition in the best manner possible and let other representatives do likewise.

He mentioned the fact that it was sometimes very difficult to get reliable information from dealers in various cities regarding the newspaper or newspapers that were best suited to carry the advertisements of the Victor Talking Machine.

He cited Buffalo, as an example. He said the advertising of the Victor Talking Machine had been appearing in the Buffalo *News* and *Express*, and that the Victor dealer had written in stating that they were both Republican papers, and he would recommend using the *Times*, which was published by Norman Mack, chairman of the National Democratic Committee, and was the leading Democratic paper of the city and that the Democrats formed a very large proportion of the population in Buffalo.

Such information as this was very valuable and always helpful to advertisers.

Mr. Brown laid emphasis on how necessary it was to get reliable information from the representatives concerning their own paper, and when this information was all in, the claims of each could be analyzed intelligently and the advertising placed where it would do the most good.

Mr. Brown stated that newspaper representatives could well afford to spend considerable time developing new advertisers, and he mentioned concerns which could advertise to great advantage. He commented on how foolish it was for manufacturers to build up a business that they could not control, when this control could easily be maintained by the proper kind of advertising.

In the course of Mr. Brown's remarks he mentioned the fact that during 1912 the Victor Talking Machine Company had spent a great deal more than a million dollars in advertising.

## A PROMISE

### WE INTEND

to develop The New Orleans States in 1913, along two definite lines:

#### FIRST

Quality ; specifically in features, news, press work and in censoring advertising.

#### SECOND

CIRCULATION ; by giving the best service to subscribers and giving them a better newspaper.

#### WE ARE GOING TO KEEP YOU POSTED

with a

MONTHLY BULLETIN

**The New Orleans STATES**

**604-606 Canal Street, New Orleans**

**THE LEADING HOME NEWSPAPER**

S. C. BECKWITH SPECIAL AGENCY      New York      Chicago      St. Louis

## The Expert Services Of These Trained Men Are At Your Command—

Real Agency service can only be rendered by men who know their respective fields and who are seasoned by actual experience in the battle of business.

Chosen for exceptional ability in particular branches of work, there are men here whose services can be made particularly valuable to you. For example:

### Agricultural and Mechanical

propositions receive the personal attention of a man of nationally recognized ability, who for years directed all publicity for one of the largest agricultural implement manufactories in the world.

### Mail Order

business is cared for by one who for many years engaged in this work in the Middle West. This man came to us direct from one of the largest and most successful catalogue houses in Chicago—the hub of mail order enterprise.

### Wearing Apparel

accounts receive expert treatment from a merchandiser who has had many years' experience in the field. He knows dealers, understands just how to make the proper consumer appeal and his copy combines a pleasing artistic touch with strong selling talk.

### Medical Advertising

and merchandising is in the hands of a man who is responsible for all publicity that turned a new, unknown product into a nationally known success within a few short months. You have doubtless read and admired this man's copy many times. His ability combines a knowledge of chemistry, medicine, copy writing and sound business judgment that is unique.

Washington Advertising Agency service is direct, personal and efficient. It is building business for its clients. Ask us what we have actually accomplished for others. We base our claim to your consideration on results—not promises.



## WASHINGTON ADVERTISING AGENCY, INC.

Plans—Follow Up—Management—Copy—Space

RICHMOND, VA.      WASHINGTON, D. C.      BALTIMORE, MD.

## "WHAT I WOULD DO IF I WERE AN ADVERTISER"

EXPERIENCED PERIODICAL REPRESENTATIVE EXAMINES HIS METHODS OF SOLICITATION FROM THE VIEWPOINT OF THE SPACE-BUYER—ATTITUDE TOWARD MOOTED CIRCULATION QUESTIONS

*By Charles E. Jones,  
Advertising Manager, New York  
Evening Post; Saturday Magazine.*

George Cohan, in the title rôle of his most recent play, has his character reply, when he awakes one fine morning to find himself all unexpectedly heir to a property worth more than a million dollars, and is asked, "What are you going to do?" "I'm going to buy Brooklyn and close it up."

So, an advertising representative of a publisher, should he find himself exalted to that enviable position of a buyer of space, instead of a vendor, might easily fancy some caprice in such a rôle.

Seriously, however, I am going to imagine, for a few moments or a few hundred words, that I am a buyer of space, and from my experience on the other side of the railing, tell you how I would behave.

First, I should emulate the successful advertisers. I have in my work met them in all parts of the country, and they are taking the advice that was tendered the storekeeper in George Ade's "County Chairman."

You will no doubt recall the colored "jumperman" bringing a basket of eggs to the storekeeper who on the point of buying them, noticed among the lot a duck egg.

"Sam," said he, "I didn't know you kept ducks."

Sam was taken aback for a moment, but he rallied and replied:

"Does you-all buy eggs?"

"Yes," said the storekeeper.

"Well, then, buy 'em. I can't help it if a duck comes over into my yard."

The successful advertiser—and I would want to be that kind—is not too critical or analytical. He knows he has to have space to

do business, and he is ready to take one thing with another.

Within the last two months I had an interview with a young agency man, who endeavored to secure some preferred space at no premium.

Well, it cannot be done with a worth - while - for-the-advertiser publication.

I told him so.

His reply was: "My customer is not exactly sold on your publication."

"Sell him," I replied, "or let me try."

"No," he answered, "but if you will make the price—that will get him over."

"Nothing doing," I returned. "Whom are you working for?" I continued.

"Our customer," he told me.

"Then finish the job," I replied.

"What do you mean?"

"Buy the space—for unless you do so, what good will that splendid campaign you have laid out, the good copy you have written, the fine pictures and engravings that you have bought, and the bully follow-up you have prepared do the customer? You must have space!"

This brings us to consider another kind of advertiser who for his returns would rather have part of the commission than an increase in his business, and some are so intent upon that feature, that they have established agencies of their own and done business with third and fourth rate publications, who would allow them commission to their detriment as advertisers.

Well, I would not do that.

I will now get farther in to my subject. You, no doubt, are impatient to learn how I would meet the publisher or his representative, and how I would determine upon and select media for my advertising.

I will get down to the "mutton."

To begin with, I would not buy space from any friend—if that was his *only* argument. It would get him his entrée, but for that matter any representative of any publication could get in to see me at least once; and if he

couldn't, because I was busy with other matters, then I would consider that I was not entirely and completely equipped to do my advertising, or the advertising for my concern, and I would make other and additional arrangements.

For how can any advertiser pick the publication or publications best suited to his purpose unless he looks over the whole line?

I would to this end work expeditiously, and not keep the representative from making other calls, by encroaching upon his very short day, and taking up his time talking *wolf scores*, although he could get by perhaps with a bit of baseball talk!

His ideas on dress—or how to spend an evening—I would also pass up. But I think he should be able to tell me, after his publisher has told him, just how much circulation the publication has that he represents.

I would make it clear to the representative, that I didn't want this information merely so that I might have an argument for not giving him business, but really it was for the purpose of aiding me in satisfying myself and perhaps my associates or superior, that I had studied, if not learned, what I was buying. I would know that, as often as not the lowest bidder fails to land the contract. Also that in manufacturing, to secure a certain quota, often the same material is bought of different concerns at various prices; why not pay various prices then for advertising space?

He should be able to tell me what relation his circulation bears to other mediums of the same class or city or zone, and how his rate compares.

His class of readers would be at once apparent to me from the editorial matter generally, and the continued patronage of certain advertisers.

And satisfied on the foregoing I wouldn't much care *how* his publication secured circulation. If he had a good readable publication, that had proven profitable to seasoned advertisers, it might

be given away on street corners, it might be thrown in from door to door,—yet it would, I feel, surely pay me. Bear in mind that it must have one virtue—be good reading.

When I say good reading I mean that which will be called "good reading" by the average layman. If it is good reading it can be any size, any shape, any make-up, any price.

As Von Utassy, of *Cosmopolitan*, so patly said:

"A reader's a reader for all that."

Right here, I can imagine you will interrupt, to inquire if I would think as much of circulation that was secured by strong-arm canvassing, and weekly payments, as I would for the circulation that was renewed each year for years and years, because the readers "loved that magazine." Well, that takes us back to the duck-egg story.

The first mentioned circulation will never be an important per centum of the whole circulation of the publication, that tries that method. And in the latter case, while on the face of it, it would seem "clasy" circulation it may not be on the increase.

#### CONCERNING SAMPLING

Sampling has been considered legitimate in many other manufacturing and mercantile lines, so why not allow it in the publishing business, which, after all, in the last analysis comes down to a manufacturing business, and being manufactured, becomes merchandise.

This then would bring me back to the point—does the publication pay the advertiser? and if the representative had not collated and summarized advertisers and their tenure, I would look up that information myself. For as an advertiser, I would not feel that I had given my money a fair run, if I did not know everything about the publications that I was using and those that I did not use.

So you see, I would work hard at the job of being an advertiser so as to be successful—for successful advertisers *do* work hard.

# 600,000 Circulation



## Guaranteed Every Month

For the month of December, Successful Farming's receipts from circulation exceeded its receipts from advertising and the receipts from advertising exceeded the receipts from that source for the month of December in any previous year.

That is one reason why Successful Farming pays advertisers.

## SUCCESSFUL FARMING

E. T. Meredith, Publisher

DES MOINES

IOWA

# The "Holland Method"

## Makes Texas Dominate The Publicity Field

It is the *modern way* of getting dealer co-operation and it has won the dealers of Texas and other Southwestern States to its side.

The average retailer is a busy man. He hasn't time to think up ways to increase the sale of advertised goods. He puts that up to the manufacturer.

But the manufacturer isn't on the ground; he doesn't know local conditions.

So under the old system advertised goods had really *little show*. The field was overrun with *unbranded merchandise*, and every advertiser who tried to sell the dealer ran into a "*show me*" attitude.

Then Holland's came along and did the "*showing*." It sent personal representatives to the dealer to explain the value of advertised, trade-marked goods. These representatives told the dealer how the selling of the standard brands *kept trade in town*. They supplied him with selling ideas.

Then Holland's went to the *consumer*, through the columns of two big magazines, Farm and Ranch and Holland's. And it impressed upon the consumer the reasons for buying trade-marked-advertised merchandise and the value of dealing with the *local merchant*.

*And the proof of the Holland success is the number of dealers it has been able to convert to the cause of advertised goods.*

A copy of the complete work done by Holland's in the Southwestern field will be mailed to anyone interested provided the request be made on your business letterhead.

**FARM AND RANCH**  
*Covers the Southwest*  
**HOLLAND'S**  
*Reaches Southwestern Homes*  
**DALLAS - - - TEXAS**

No advertiser yet ever had a dollar to waste, no matter how many he had.

I have always felt that we who have space to sell are too prone to try to please the buyer, and in so doing, we attempt to bend that big thing. Advertising, out of shape to fit the curves and hollows and humps of the advertiser's peculiarities and whims. That is wrong. We twist our solicitations to fit the advertiser's views, but after all we have not changed our publication or the value thereof.

We have merely humored the man. We may, following the fad of the moment change our style or size, but we haven't changed the daily habits of our readers.

Our editorial policy may gradually teach our readers new tricks, and give them new thought, but never will the mere mechanical or physical part of the publication do any such thing.

So, I would not take up any of the representative's time discussing the make-up. It's too much like the never-yet-settled question, "Why is the saddle-stitch?"

However, I would be glad to have him bring me data showing me returns secured by an advertiser who used the same copy at the same time in both "side-wired" and flat-opening publications.

That might prove something.

And while I am on this subject of "actual and comparative returns," I want to compliment and congratulate the A. N. A. M. on the splendid work they are doing.

Their manner and opportunity of getting together, and of exchanging facts concerning publications used have not only been useful to the individual members of the association, but they have done more for the owners of good publications than the owners might have accomplished through their own representatives in ten years.

One of the first things I would do if I were an advertiser would be to seek admission to this Association of National Advertising Managers.



Charles F. Seidell has been appointed advertising manager of the *Morning Telegraph*, New York.

## WHAT THE ADVERTISER EXPECTS FROM THE PUBLISHER

FIRST OF ALL A HIGH CALIBRE ABILITY IN THE REPRESENTATIVE—SHIFTINESS IN ARGUMENT OF MANY ONE CRITICISM—SOMETHING ABOUT THE REPRESENTATIVE WHO DISTORTS THE AGENCY TO THE ADVERTISER

*By L. A. Van Patten,  
Adv. Mgr., American Locomotive Co.  
(Alco Cars and Trucks), New York.*

Advertisers usually gain their first impression of a publisher from his representative. Justly or unjustly, that impression is often lasting. Should the impression be unfavorable, the publisher suffers. So does his publication suffer to an extent, regardless of its merits.

Representatives object to being called solicitors, but some publishers employ both representatives and solicitors. Solicitors are merely bad representatives. Among the hundred men or so who call at our office are many of ability and comprehension. They come with helpful suggestions and an advance knowledge of our problem, in so far as it can be gained from the outside. They serve their publishers well.

Unfortunately the "solicitors" also call. They come by the dozen. They beg, cajole, and in some cases make statements that at least prove them ingenuous, if not dishonest. A solicitor called recently representing a well-known medium. We asked what percentage of its readers were estimated to be women. He shot back the reply, "seventy per cent." We told him that women were not big purchasers of motor trucks. It had never occurred to him that ninety per cent of our appropriation is spent in advertising big motor trucks. He palpably molded his answer to fit the case, but guessed wrong. His conduct did not increase our confidence in his medium or its publisher.

Another solicitor sought to get on a list by misrepresentations to our advertising agent, and in turn

by distorting to us our agent's attitude. All this despite the fact that we are in almost daily conference with our agent.

If we did not have confidence in our agent we would not be doing business with him. Having that confidence we make him a member of our organization. When a representative talks to our agent, he talks to us, but some fail to realize it.

These are some of our experiences with solicitors, and we are justified in fixing the responsibility on the publisher. So much for bad representation.

A publisher has no right to ask patronage when he knows his medium will not pay the advertiser. He is not on the level and knows it. He may get a few dollars from the inexperienced, but such a policy is a certain sign of weakness in his publication, and is so accepted by the intelligent advertiser.

Bargain offers of space are also held out in alluring fashion. Such offers are instant reasons why the advertiser should be on his guard. The greater the apparent bargain the weaker the publication, as a rule.

Honest publishers have honest rate cards. It is only fair to brand as dishonest any publisher who deliberately puts "jokers" in his rates. Such a practice is comparable only to that of the merchant who uses cipher price tags and fits the price to the purchaser's pocketbook. A clear, concise and honest rate card creates a most favorable impression on the advertiser and makes him believe that he is dealing with an honest publisher.

The advertiser is entitled by right to know the circulation of the medium in which he buys space. The refusal of a publication, no matter what its history or reputation or how early the date of its establishment, is presumptive evidence that its publisher is charging a price for his space to which he is not entitled. No other construction can be placed on such a policy, and the publisher who conceals his circulation is unfair. Fortunately we all know that the

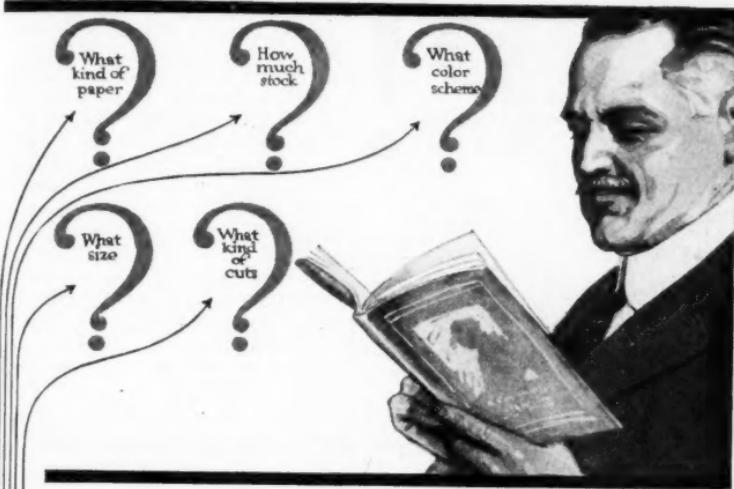
day of the circulation dodger is almost past. He is being caught and branded for the eyes of all advertisers.

The advertiser is entitled to the fullest co-operation of a publisher at all times. It is only a short-sighted policy to induce the advertiser to spend money in his publication and then forget his very existence. The advertiser is making the publication part of his sales organization, and he has a right to expect strong support from the publication in making his sales campaign a success.

It is only natural that publications should have rules for the conduct of their business. It is to be expected that all publications will have a well-defined policy for the treatment of their advertisers. But why is it that many of the most successful publications seek to make it difficult for an advertiser to do business with them? Often we see a publisher assuming an arrogant attitude the moment his publication becomes prosperous. He feels that the advertiser has to use his paper and promptly assumes that he is doing the advertiser a favor by letting him use his columns. Many a good, big, strong publication has gone on the rocks as a result of such a policy. We all admire firmness, but not arrogance. A publisher can be stiff without being arbitrary in his policy. We could name a few publications—newspapers, and big ones—handicapped by such a policy.

On the other hand, the majority of publishers treat us with the greatest of consideration. It is a pleasure for us to do business with them. And this includes some publications, particularly newspapers, that are big and powerful. It is the same old story, some are good and some are bad, and we probably would not duly appreciate the good if we did not have the bad.

One big newspaper insisted upon running motor truck copy on its sporting page, because its rules classified motor trucks as automobiles. It was a far cry to call motor trucking a sport. Position on the women's beauty page would



## That New Booklet

*Find the  
answers in  
the Paper  
Buyer's  
Guide*



ALMOST everything that could help you in developing a booklet is found in this specimen book—the most complete we have ever issued.

It will show you wonderful duo-tone and photogravure effects on Warren Cameo. It will show how type gains in legibility and dignity on this lusterless, velvety paper. It will convince you that

 CAMEO   
PAPER

*A Warren Standard*

has rare printing qualities—that it will make your booklet more attractive, more readable and more productive.

The "Paper Buyer's Guide" contains samples and information about the other Warren Standard Papers, their particular qualities and uses; also many items of general value about printing, choice of stock, etc. The Warren Standards include the best paper for all kinds of high-grade printing.

We will gladly place the "Paper Buyer's Guide" on the desks of managers who can use it. Write for it.

S. D. WARREN & CO.

163 Devonshire St.

Boston, Mass.

# UP!



*The New*  
**WOOLWORTH  
BUILDING**

is rapidly nearing completion. Space is available in both tower and building proper. This is the most desirable location for the New York offices of out-of-town manufacturers. It is accessible; well-advertised and extremely modern. Light on all four sides! Rentals moderate.

*Inquire*

**EDWARD J. HOGAN**  
New York City  
93 Park Row Cortlandt 5279

have been just as appropriate. The arbitrary and unjust rule stood for some months. Finally the publisher saw the great light.

These are only a few of our experiences, and while we may appear to be severe on the publishers, we fully realize that the advertiser is not always perfect. Human nature figures very strongly in the relations between the publisher and the advertiser, but these are a few of the things we feel the advertiser is entitled to from the publisher: 1. Intelligent representation; 2. Honest rates; 3. Full circulation figures; 4. Full co-operation.

◆◆◆  
A PUNCTURE-PROOF ADVERTISING AGENT

H. J. SINKEN,  
CITY BILL POSTER  
810 Grand Street, Brooklyn, N. Y.  
September 10, 1912.

Dear Sir

If at any time you care to do any thing in the line of advertising Bill Posting card banner and sign tacking any wheres in the united states can be engaged on salary and expenses can save your firm lots of money by my method of advertising throughout the country will advertise any wheres in Greater New York there is hardly any space in new.york city to advertise with posters but cards could be put out to advantage but up in the bronx section they can stand for some posters and in brooklyn there is lots of space to put out posters cards and signs of all description if your firm care to engage me with and assistant I assure you that I can show your firm some results I Have a machine of my own in witch I can go from town to town with and carry a weeks supply with me this machine that i have is a ten horse power machine capable of carring about 1000 lb solid tires no puncture and i can cover some territory with same hoping you will kindly approve of same and let me here from you as soon as posable as i just closed the season with steeple chase park cooney island new.york.

Yours

for

an

Early Answer

H. J. SINKEN,

Advertising Agent

*The Clear Signal* is the name of the new department magazine issued by Burroughs Adding Machine Company, of Detroit, for its salesmen and sales managers. It will appear "occasionally."

L. P. Bryant is in charge of the advertising department of H. O. Wilbur & Sons, Inc., Philadelphia.

CLEAN AD \$1,000 PRIZE CAMPAIGN IN ST. LOUIS

The wide local publicity given to the PRINTERS' INK model advertising law at the great recent St. Louis convention of the National Federation of Retail Dealers, has borne much good fruit in that city. Here's the latest evidence:

The St. Louis Ad Men's League has just announced a \$1,000 prize campaign for cleaner, more honest and efficient retail advertising in St. Louis. Every St. Louis retail advertiser can enter the race. The campaign will open in about two months and prizes aggregating \$1,000 will be given persons writing and displaying the best advertisements in newspapers, on billboards, in street cars and miscellaneous. The prize for the most concise and best all-around advertisement will be \$100. Announcement of the campaign, which will be primarily to create interest and add stimulus to advertising in St. Louis, was made by James W. Booth, president of the league.

"We wish to advertise St. Louis and make it one of the most important cities in the advertising field," said Booth. And in appointing the chairman of the committee in charge, I am appointing the man who conceived the whole idea, W. C. D'Arcy."

The other members of the committee, representing every phase of advertising, indoors and out are E. Lansing Ray, advertising manager *Globe-Democrat*; Homer Bassford, *Times*; Flint Garrison, *Drygoodsman*; P. J. McAliney, St. Louis Bill Posting Company; W. D. Simonds, advertising manager National Oats Co.; J. Wiesand and M. B. Lowman.

All copy which appears in this prize campaign, will bear the crest of the St. Louis Ad Men's League.

ONE HOUSE-ORGAN ABANDONED

THE B. F. GOODRICH COMPANY.  
Rubber Goods.

AKRON, OHIO Jan. 10, 1913.  
*Editor of PRINTERS' INK:*

In your very perfect list of house-organs I note that you credit us with both *The Clincher* and *The Goodrich*, and arising out of this I have had one or two applications for copies of the former.

Will you kindly note that *The Clincher* only ran for two or three numbers, being thereafter absorbed in *The Goodrich*. In its conception it was merely a small pamphlet for the use of our sales force, but we came to the conclusion that it was superfluous to run two so similar magazines, hence its discontinuance.

THE B. F. GOODRICH COMPANY.  
AUSTEN BOLAM,  
*Editor of The Goodrich.*

The Kelly-Springfield Motor Truck Company announces the appointment of L. B. Garrison as manager of its Chicago branch.

The Boise, Idaho, *Capital-News* has appointed Franklin P. Alcorn, of New York, its Eastern representative.



## Saddling the Mississippi

with the only bridge south of the junction of the Ohio River, over 500 miles from the Gulf, is just one symptom that shows the whiplash of Memphis over transportation facilities.

Another bridge, now building, will add another track to the "Horn of Plenty" line on which Memphis is speeding along Prosperity's Right-of-Way.

This word picture comes natural. Memphis is served by seventeen railroads, which explains why it is the largest inland cotton market, and one of America's Commercial Capitals.

The only effective advertising bridge to this rich Consumerland is the

## Memphis Commercial Appeal

*The South's Greatest Newspaper*

It is a Landmark in Newspaperdom, also in Adland. It is the only paper that covers a city of the size and importance of Memphis.

And—note this: 96% of the city circulation of the MEMPHIS COMMERCIAL APPEAL is carrier delivery right into the homes. Can you ask for stronger evidence that the COMMERCIAL APPEAL enters intensely into the home life of Memphis?

That's why it gained 876,138 lines of advertising in 1912. The total advertising of the MEMPHIS COMMERCIAL APPEAL during 1912 was 8,988,618 lines.

Compare these figures with the record of any other daily—no matter how big the city, or how big the paper.

Average circulation for 1912; daily, 56,275; Sunday 87,438.

The WEEKLY COMMERCIAL APPEAL (average for 1912, 98,406 copies) is a farm paper and covers the rich Mississippi valley. Let us show you how its circulation compares with that of the other agricultural papers in this rich section, state by state.

### THE MEMPHIS COMMERCIAL APPEAL

THE JOHN BUDD COMPANY  
*Advertising Representatives*  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.  
*At your service, any time, anywhere.*

### TROPHY WINNERS AT PINE-HURST

Complete returns of the results in the Advertising Golf Association at Pinehurst, N. C., the week of January 13, could not be given in the summary *PRINTERS' INK* printed last week. Only a few of the winners could be given. A few details may be added here.

W. D. Wright, of the Massachusetts Engraving Company, of Boston, won the *PRINTERS' INK* Trophy, which consisted of a nest of Sheffield vegetable dishes and a tray. This was in the third group of sixteen players.

The low gross score in the qualifying round was won by George C. Dutton, of Houghton & Dutton, Boston, Mass. (the Forrest Dryden Trophy.)

Low net score, first sixteen (I. S. Robeson Trophy), won by Don M. Parker, *St. Nicholas Magazine*.

Low net score, second sixteen (American Lithographic Company Trophy), won by T. T. Rushmore, Garden City.

Low net score, fourth sixteen (Associated Sunday Magazine Trophy), won by J. M. Thorsen, *Metropolitan Magazine*.

Low net score, fifth sixteen (A. W. Erickson Trophy), won by C. E. Davis, Rothschild Company, Chicago.

In the mixed foursomes, Mrs. C. M. Hoyt and Harold J. Slater led the field with a net score of 94.

Miss M. Eleanor Freeman won the low gross prize in the women's qualifying round and Mrs. H. L. Jillson won the low net prize.

In the mixed foursome event, the prize winners were Mrs. C. W. Hoyt, of New Haven, and Harold Slater, of New York (Harper Bros. Trophy).

In the foursome events, Class A was won by J. J. Hazen, Century Company, and W. H. Bliss, Frank Presbrey Company. Class B was won by J. A. Moore, *People's Home Journal*, and George S. Oliver, *Pittsburgh Gazette Times* (McClure Trophy).

In the special down-and-out handicap, low gross prize was won by B. H. Ridder, *Staats Zeitung*. The low net prize was won by L. T. Boyd, St. Louis. The second low net prize was won by W. D. Wright, Boston. The third low net prize (*Ladies' World Trophy*) was won by H. R. Mallinson, of M. C. Migel & Co.

The final rounds resulted as follows:

First sixteen: M. W. Whitlach, of Lee-Lash Studios, beat R. M. Purves, *Red Book Magazine*, 3 up and 1 to play.

Second sixteen: T. T. Rushmore, Garden City, beat G. H. French, Boston, 5 and 4.

Third sixteen: H. H. Tredwell, Dunwoodie, beat H. W. Ormsbee, Brooklyn, 4 and 3.

Fourth sixteen: A. S. Higgins, of Higgins & Seiter, beat W. W. Manning, *Ladies' World* and McClure's, Inc. 1 up.

Fifth sixteen: Paul Minnick, Walter Kimball Company, beat James Barber, Englewood, 3 and 2.

In the women's events, the final round resulted:

First eight: Miss M. Eleanor Freeman, Englewood, beat Mrs. H. L. Jill-

son, Bethlehem, N. H., 3 up and 1 to play.

The Saturday handicap for men produced these winners:

Class A: Low gross score (George C. Dutton Trophy) won by H. A. Slater, New York, 80.

Low net prize (Scribner Trophy) won by J. D. Plummer, Springfield, Mass. 87-15-72.

Class B: Low gross score (A. S. Higgins Trophy) won by B. D. Butler, *Prairie Farmer*, Chicago, Ill. 87.

Low net score (Gimbel Trophy) won by C. C. Vernam, Street & Smith Company. 98-22-71.

Class C: Low gross score (Century Company Trophy) won by J. H. Appel, John Wanamaker. 94.

Low net score (W. C. Likly Trophy) won by S. C. Lowe, Boston. 97-25-72.

### "LIZZIE" PROVED HER METTLE

**ARKELL SAFETY BAG COMPANY**  
95 Broad Street

NEW YORK, Jan. 21, 1913.

*Editor of PRINTERS' INK:*

In the December 26 issue of *PRINTERS' INK* we noticed a criticism of one of the circular letters recently sent out by us.

It frequently happens, however, that criticisms are made without a complete knowledge of the subject. We regard our circular "Keeping Up With Lizzie" as one of the happiest little hits we have recently made. This circular was sent out to a trade which had been circularized more than a dozen times, many of the circulars giving information in detail, and we are glad to report that the criticised circular brought in many more inquiries than the circulars which gave the information about the quality, usefulness and cost of the linings. We have also found that circulars which gave too complete information took away, in part at least, the interest that might be manifested by the recipient of the circular in our product.

Probably other concerns have had a similar experience. But at any rate the discussions which take place in *PRINTERS' INK* are extremely interesting.

E. D. GREENE,  
Vice-President.

### McMILLAN EASTERN MANAGER OF BUTTERICK'S

W. C. McMillan has been appointed Eastern manager of the Butterick Trio and the Butterick Fashion Quarterlies.

Mr. McMillan began his advertising career in the early part of 1902 with the Kansas City *Journal*, looking after its local retail and department store advertising. In 1904 he joined the Butterick forces, remaining there until 1908, when he became a member of the national staff of solicitors for the Street Railways Advertising Company.

In 1910 he returned to the Butterick Company, since which time he has been in charge of New York City for the Butterick Trio as well as taking entire care of the Butterick Fashion Quarterlies.

# Advertising Slides

(For Moving Picture Theatres)

The Greatest Selling Aid  
Since the Electrotype



We direct the SLIDE campaigns of many National advertisers—will gladly send samples and demonstrate how you can most profitably use this up-to-date sales booster.

HAROLD IVES COMPANY  
Metropolitan Life Building      New York City



## THE FIGHT AGAINST THE PARIS LABEL

The recently organized Society of American Fashions for American Women will have its first meeting at the Hotel McAlpin, New York, on the afternoon of February 4. Albert M. Grean, temporary chairman, who issues the call for the meeting, says that a number of prominent silk and wool fabric manufacturers and jobbers will be present to discuss ways and means to carry out the society's aim, which is, according to its letterhead, "to patronize any movement leading to the encouragement and development of higher standards in the art and craft of women's wearing apparel and fabrics in America."

Among the evils the society plans to contend with is the use of Parisian labels on American-made goods and other methods of fraudulent competition. Mr. Grean, whose views on the subject appeared in *PRINTERS' INK* October 31, is now lecturing in the interests of the movement and has received much hearty encouragement. In discussing the possibilities of securing a wider recognition of the merits of American-made goods, Mr. Grean recently expressed himself as follows:

"The movement is in the interest of American manufacturers and the creators of American styles. It ought to get the support of the press in a far greater measure than at present. I have seen too many periodicals published in the interest of American goods accepting advertisements from American manufacturers but buying gowns in Paris to illustrate to their readers what is fashionable. Why didn't these publishers buy their models in America and select those designed on American lines?

"I have examined advertisements of one of the foremost retailers in this country, a man vitally interested in keeping up a high protective tariff, and from his advertisements you would not think he had any but foreign garments to sell. His advertisements read like a French dictionary.

"Our movement is not to belittle Paris-made goods but to encourage the sale of American-made goods of distinctive American types. We believe that action against such frauds as the use of Paris labels on home-made gowns, and the like, will help, but the cause is much greater. It means the development of America as a center for good taste and refinement in fashions and it means added reputation for our merchants and manufacturers as creators of American designs."



*If an advertiser has food, clothing, furniture, bicycles, automobiles, books, educational or pleasure outfits to sell, he can see at once the advantage of an all-family circulation.*

The Youth's Companion is the companion of all the family.

Every copy reaches a home where an average of five live—who will have what they want.

No scattered circulation.

Publicity and possibilities are multiplied by five.

## THE YOUTH'S COMPANION

PERRY MASON COMPANY  
Publishers BOSTON, MASS.

New York Office: 910 Flatiron Building  
Chicago Office: 122 South Michigan Boulevard

The Hoops Advertising Company, of Chicago, has become the Hoops Advertising Company, Inc. Roy D. Mock, for some time associated with Mr. Hoops, has been made an officer and director of the company.

J. S. Fasoldt has been appointed advertising manager of the Beech-nut Packing Company, Canajoharie, N. Y.

## VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR DECEMBER

(Exclusive of Publishers' Own Advertising.)

The following figures with the exception of those indicated by asterisks, are taken from the report compiled by the Washington Press Bureau:

### WEEKLIES

	General and Class Adv.	Live Stock and Classified Adv.	Total.
Breeder's Gazette .....	39,689	50,046	89,735
Iowa Homestead .....	30,383	23,394	53,777
Hoard's Dairymen .....	36,376	12,871	49,247
Farmer's Mail & Beeze .....	32,222	13,750	45,972
Wallace's Farmer .....	27,812	13,899	41,711
The Farmer .....	27,434	9,026	36,460
Kansas Farmer .....	21,307	12,627	33,934
Farm and Ranch .....	27,242	4,965	32,207
*Orange Judd Farmer .....	25,294	5,300	30,594
Ohio Farmer .....	26,329	2,332	28,661
Wisconsin Agriculturist .....	24,377	4,144	28,521
Nebraska Farmer .....	22,381	6,039	28,420
Progressive Farmer .....	21,609	6,354	27,963
Farmer & Stockman .....	16,792	10,830	27,622
*American Agriculturist .....	20,697	5,992	26,689
Michigan Farmer .....	22,716	2,753	25,469
Rural New Yorker .....	23,062	1,725	24,787
National Stockman & Farmer .....	20,656	3,943	24,599
Indiana Farmer .....	19,166	5,385	24,551
*Northwest Farmstead .....	18,634	5,459	24,093
*New England Homestead .....	20,817	2,776	23,593
*Northwestern Agriculturist .....	22,019	481	22,500
Wisconsin Farmer .....	17,223	4,550	21,773
Farmer's Guide .....	15,416	5,057	20,473
Southern Farming .....	19,554		19,554
*Missouri Ruralist .....	13,989	5,502	19,491
Farmer's Review .....	17,725	200	17,925
20th Century Farmer .....	15,208	2,233	17,441
*Country Gentleman .....	14,442	2,671	17,113
Practical Farmer .....	13,749	664	14,413
Farmer & Breeder .....	9,824	4,154	13,978
Iowa Farmer .....	7,691	263	7,954

In making comparisons, proper allowance should be made for those weeklies which, in some months, have five issues to the month.

### SEMI-MONTHLIES

*Dakota Farmer .....	22,863	7,585	30,448
*Farm & Home .....	23,210	274	23,484
Prairie Farmer .....	20,355	3,032	23,387
†Farm & Fireside .....	21,404	63	21,467
Farm, Stock & Home .....	19,971	781	20,752
Southern Ruralist .....	15,703	1,032	16,735
Kimball's Dairy Farmer .....	11,521	4,948	16,469
Southern Agriculturist .....	12,954	3,335	16,289
*Nebraska Farm Journal .....	13,484	1,724	15,208
Southern Cultivator .....	13,159	1,677	14,836
Oklahoma Farm Journal .....	12,649	840	13,489
Up-To-Date Farming .....	12,108	578	12,686
Illinois Farmer .....	9,011	108	9,119
Home & Farm .....	6,948	338	7,286
Farmer's Voice .....	5,138	1,623	6,761
*Nebraska Farm Magazine .....	6,440	182	6,622
Missouri & Kansas Farmer .....	5,740	289	6,029

### MONTHLIES

*Southern Planter .....	15,971	6,297	22,268
Successful Farming .....	13,261		13,261
Farm Journal .....	12,466	90	12,556
Missouri Valley Farmer .....	9,198	480	9,678
Agricultural Epitomist .....	6,873	141	7,014
Farm News .....	6,274		6,274
Farm Life .....	6,801		5,801

### CANADIAN FARM PAPERS

*Family Herald & Weekly Star .....	79,080	31,785	110,865
*Farmer's Magazine .....	11,648		11,648

†Figures include all editions.

Chic  
Trib  
B. W



# Pay For What You Get

The Northwestern Agriculturist wrote all advertising agencies on January 13th authorizing advertising contracts with the following clause included:

"The Northwestern Agriculturist circulation during the life of this contract is guaranteed to be not less than 145,000 **subscribers**, and not less than 150,000 \* total circulation weekly. For any shortage of subscribers, the publishers will credit this account pro rata of that shortage."

## Get What You Pay For

The Northwestern Agriculturist issues weekly circulation statements **showing number of subscribers** by states and also total gross circulation. With the clause above in your advertising contract and weekly circulation statements, it will be easy to figure out what you are getting for your money. You will also have the weekly statements for a check on all audits made by authorized circulation auditors.

Our books are open for the most scrutinizing audit.

"What Farmers Use"—Book Number Four, will be off the press soon. We will be pleased to put your name on file for one free copy. We would like to have you mention seeing this advertisement in Printers' Ink.

## The Northwestern Agriculturist

**The P. V. Collins Pub. Co.    P. V. Collins, President  
MINNEAPOLIS, MINNESOTA.**

Chicago Office,  
Tribune Bldg.,  
B. W. Rhoads, Gen. Adv. Mgr.

New York City Office,  
Fifth Avenue Bldg.,  
Payne & Young, Repr.

## A Prolific Field

**There's Only One  
Farm Paper That  
Concentrates in**

Eastern Pennsylvania  
Eastern New York, New Jersey  
Delaware and Maryland

THE

## Pennsylvania Farmer

PHILADELPHIA

Here is a very definitely defined farming section where agricultural conditions are so very similar that one paper can cover the territory with one single editorial policy.

This is a rich and prosperous agricultural region and there has been a very general and instant welcome accorded to the Pennsylvania Farmer because each week it furnishes practical, concise, up-to-date information on agricultural conditions as they affect this particular section.

New advertisers use The Pennsylvania Farmer with assurance of a definite test of their proposition with no waste—old advertisers are adding it because it increases their sales at a profit. Write us direct or to either representative for information. Paid-in-advance circulation 81,000. Rate 15 cents per line flat.

### The Pennsylvania Farmer

PHILADELPHIA

Member Standard Farm Paper Association.



G. W. Herbert, Inc. W. C. Richardson, Inc.  
Western Reps. Eastern Reps.  
600 1st Nat. Bk. Bldg. 41 Park Row  
Chicago New York

Note: The Pennsylvania Farmer can be used jointly with either or both The Ohio Farmer and Michigan Farmer at special combination rates.

### FRAUDULENT ADVERTISING BILL IN CONGRESS

AN ATTEMPT TO PASS "PRINTERS' INK" STATUTE FOR DISTRICT OF COLUMBIA—WEAKENED BY THE ADDITION OF THE WORD "WILLFULLY"—CLEVELAND AD CLUB CONSIDERING THE ADVOCACY OF THE LAW

Washington advertising men, under the leadership of J. S. Boyd, have secured the introduction into Congress of the following bill to regulate advertising in the District of Columbia:

H. R. 28019.  
IN THE HOUSE OF REPRESENTATIVES  
JANUARY 14, 1913.

Mr. DENT introduced the following bill; which was referred to the Committee on the District of Columbia and ordered to be printed.

A BILL  
To prevent false advertising in the District of Columbia.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That any person, firm, corporation, or association, who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public in the District of Columbia, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, an advertisement of any sort regarding merchandise, securities, service, or any thing so offered to the public, which advertisement contains any assertion, representation, or statement of fact which is willfully untrue, shall be guilty of a misdemeanor and punished by a fine of not more than \$500 or imprisonment for not more than six months, one or both, at the discretion of the jury trying the case.*

That is the PRINTERS' INK statute with the exception that after the words "assertion, representation or statement of fact" this bill reads "which is willfully untrue," while the statute recommended by PRINTERS' INK reads "which is untrue, deceptive or misleading." The effect of that

word "willfully" is likely to be approximately the same as that of the word "knowingly" in the New York and Massachusetts statutes, which has proved troublesome in connection with Vigilance Committee work. Any word which makes it necessary to prove an intent to deceive offers a splendid chance for a dishonest advertiser to hide behind the agent who wrote the copy, or the magazine which failed to submit proof, or some other circumstance "beyond his control." In drafting the PRINTERS' INK statute such possibilities were deliberately avoided.

The Cleveland Ad Club has been considering the advocacy of a fraudulent advertising law, and Isidore Grossman, the club's attorney, wrote to H. D. Nims, who drafted the PRINTERS' INK statute, regarding the use of the word "knowingly." The following is an extract from Mr. Nims' reply:

The word "knowingly" was left out of the statute purposely. This office is at present engaged in the prosecution of various alleged fraudulent advertisers under the New York statute, and one of the principal difficulties we encounter is the proof of the fact that the advertiser knew when he advertised that his advertisement was false. I believe if I were a member of a legislature considering the passage of such an act, I should consider it of paramount importance that persons who advertise should be held responsible for the accuracy of the description of their wares, and that to do otherwise would be to place a deliberate premium on giving to the public careless and inaccurate description of the qualities and efficacy of the articles advertised. This feature of it is of vital importance in the enforcement of such a statute, because a large majority of the offenders are, in most communities, advertisers of foods and medicines. It seems to me not only good law, but good common sense, that men who advertise a food or medicine as containing certain ingredients, and as accomplishing certain results, should be held to know whether or not their advertisement is true.

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EXTENSIVE "KOH-I-NOOR"  
CAMPAIGN

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It is announced by his agents that Henry Waldes, manufacturer of Koh-i-noor Dress Fasteners, Prague, Austria, arranged for an extensive advertising campaign while he was in this country recently. Copy will be run in the prominent publications appealing to women and the dry-goods trade.

# Warning

12,000 lines is the present capacity of the advertising columns of Farm Press without encroaching seriously on the reading space.

That limit was reached ten days before the February issue went to press.

Some fine business that came in too late was necessarily excluded, and must take the March number, or miss entirely the matchless opportunity we are giving advertisers this season.

The March issue, now preparing, looks like a whale. At any rate, it will be no Jonah—at least for the advertising, for it will have considerable excess circulation.

If you wish to get in on the best farm paper bet of the year, let us have your copy early. There will be some more foolish virgins at the gate when the doors are shut.

\$1.50 for 300,000 subscribers, and then some.

Note subscribers, not circulation.

## FARM PRESS

Duane W. Gaylord, Adv. Mgr.

CHICAGO

Wm. H. Hogg, Eastern Rep.  
225 Fifth Ave., New York

## *Sowing and Reaping*

*Advertising is the sowing from which comes the reaping of sales.*

# In Canada

the conditions for fruitful sowing for manufacturers are particularly good and a bumper "crop" will be the result of careful sowing, well done.

If you are interested in "bumper business" you will need my Agency to do your sowing. We are experts—we know the soil—its difficulties and its qualities—where it is fruitful and where sterile.

Let us use all our skill, faithfulness and long experience in producing for you a big crop of .

### • CANADIAN BUSINESS

*Write today for information*

**F. ALBANY ROWLATT**  
ADVERTISING AGENCY  
152-154 BAY STREET  
TORONTO  
CANADA

### NEW YORK COMMISSION ON OUT-DOOR ADVERTISING MEETS

The commission created by Mayor Gaynor to study out-door advertising conditions in New York held a meeting January 24 and listened to several speakers connected with various civic improvement associations. None of those who spoke expressed a desire to do away with out-door signs in the city of New York, but it was generally agreed that the commission might well report that conditions having to do with good taste, public safety, etc., could be greatly improved. Albert S. Bard, secretary of the commission, will issue a call for another meeting in the near future at which advertisers and agents who contract for out-door advertising space in New York City will be invited.

### MERCHANDISING A DRUGGIST'S PRODUCT

The Advertising Men's League of New York, at its dinner on February 6, will consider merchandising of articles in the drug field.

Bert M. Moses, of the Omega Chemical Company, will give a talk entitled "Building and Holding Distribution for a Drug Specialty."

W. W. Wheeler, advertising manager of the Pompeian Manufacturing Company, Cleveland, will consider "Mastering Difficulties of Toilet Goods Selling."

John B. Foster, a druggist of Newark, N. J., will discuss "The Retailer's Point of View of Drug Selling and Advertising."

### SEARS, ROEBUCK DROP PATENT MEDICINES

Sears, Roebuck & Co., Chicago, have decided to drop the sale of patent medicines. In a statement for PRINTERS' INK, I. S. Rosenfeld, manager of the advertising department, says: "The claims made for patent medicines are inconsistent with the guarantee which we print on the front cover of our catalogue and this one per cent of fraud must necessarily taint 99 per cent of fair dealing."

The sales of patent medicines and kindred lines dropped amounted annually to about \$75,000.

### PHOTOGRAPH OF LAYOUT SAVES TIME

What is referred to as a new labor-saving device in the handling of advertising copy has been developed by S. Lacy Crolius, advertising manager of the Harley-Davidson Motor Company, manufacturers of motorcycles, Milwaukee, Wis.

As his business grew and as his department took on additional trade papers, he found that the multiplication of weekly copy consumed much valuable time.

He therefore conceived the idea of saving time by photographing his original layout and sending prints to the advertising mediums to show make-up and sizes of type desired.

## THE NEW YEAR'S ADVERTISING TENDENCIES

VARIOUS EXECUTIVES WRITE OF THE PROSPECTS FOR 1913 — GREATER STUDY OF SALES AND ADVERTISING DATA—SALES AND ADVERTISING MANAGERS WORKING IN GREATER HARMONY

Several letters from advertisers arrived too late to be included in the feature describing prospects for 1913, published last week. The following statements indicate how a number of important concerns size up the conditions in accordance with which they must work in the coming months.

CHAS. OSWALD, THE JOSEPH & FEISS COMPANY

The past year's greatest contribution in progress of selling and advertising was, I think, the tendency for more accurate and complete analysis.

Advertising and sales managers have come to recognize that a plan for successfully marketing their product can be perfected only after the most careful study and investigation of the product in relation to its possible field of demand, and the means of distribution. This has resulted in a greater appreciation of the possibilities of intelligent co-operation between all the forces of production and distribution.

We are not satisfied to-day to know that a campaign has produced results. We must know how near to maximum efficiency those results can be brought with the means employed.

This all tends to the elimination of wasteful and uncertain haphazard methods, based on untried opinion and time-honored habit.

For 1913 I expect to see many changes in the methods and mediums used to promote sales. I believe that there will be less "bellwether" advertising and more constructive individualistic work. I believe there will be less dependence on the brute force of a large appropriation alone and more intelligently planned, conservatively financed campaigns, based on tried facts and known forces—an effi-

## Let the Farmer Decide What Paper to Use

To every advertiser and to every advertising agent who does not yet realize that there is **only one** real farm paper in Nebraska, I make

### This Proposition

Select at random 100 names from the subscription list of **every farm paper claiming to cover Nebraska**. Write to these and ask them for the name of their favorite farm paper; how they got the paper from whose list the name was taken; and whether they have confidence in that paper.

### I'll Pay the Expense

Have the replies come to your office. I'll pay all it costs to make this investigation. I can think of no fairer proposition—of no test that will more certainly prove to you that

### The Nebraska Farmer

*"Nebraska's Real Farm Paper"*

is supreme in Nebraska; that every reader has absolute confidence in it; and that while some farm papers are paid for, others are given away.

*Get the most from your Nebraska advertising appropriation. Accept my proposition.*

  
S.R. McKelvie  
Publisher.

**THE NEBRASKA FARMER** is the only farm paper that is owned, published, edited, printed and circulated entirely

**IN NEBRASKA**

cient tool fitted to the peculiar needs of the business.

Our campaign for 1913 has been planned with special emphasis on the idea of service to our dealers in helping them to sell more goods. Primarily, of course, this means to increase their sales of our product, because there we are in position to help them most, but we also offer them special service to assist them in disposing of their merchandise generally.

This is not from any motives of philanthropy, but because we realize that anything we can do to help them become bigger and better merchants, is going to make them better distributors of our goods, and the benefit is mutual.

We are receiving excellent co-operation from our dealers and the indications point to a very satisfactory year.

L. R. GREEN, THE SHERWIN-WILLIAMS COMPANY OF CANADA, LIMITED

There is a growing desire on the part of the average advertising manager—and you might say indeed on the part of firms who advertise—to take less for granted and to investigate more closely any plan of advertising, both as to data in regard to mediums and the field to be exploited before spending their money.

It has been the custom, I am sorry to say, in the advertising business, to take a great deal for granted, but this is becoming less and less a fact as time goes on, and the advertisers find that it is mighty well to spend money on careful work of an investigatory character, before plunging recklessly into large sums of advertising.

There is a growing desire for carefully compiled data and figures before the acceptance of advertising plans. This is a long stride in the right direction, and as this condition grows we will see fewer advertising failures and much better returns for the manufacturers' or advertisers' advertising investments.

Of course the situation described above is likely to be more materially developed during 1913.

Last week I made a rather interesting comparison; at a second-hand book store I picked up three or four odd copies of *McClure's* and the *Cosmopolitan* that were printed twelve or fifteen years ago, and taking them home with me I went very carefully over the advertising pages and compared them with what was being done in the same magazines at the present time, particularly the advertisements of old advertisers.

Two or three things were particularly noticeable. First of all, the improvement in typography and art work. Second, the tendency to use much larger space. Third, the elimination very largely of the proprietary man. Fourth, the disappearance of a large number of small advertisers and minor unknown concerns selling specialties, and in their place large space used by the leading manufacturers and corporations of the country. Fifth, the change in the character of copy. Twelve years ago even the big advertisers, who are still advertising today, were content to show very often a crude illustration, some pat phrase and their name in large type. These same advertisers, and other advertisers, have improved very much in the typographic appearance of their advertisements, have improved wonderfully in the art work they use, and evidently appreciate that they must give information of real value to the consumer in their advertising, so that to-day the advertising pages are a source of interesting and helpful information to the average reader, while twelve or fifteen years ago very little data could be gathered from the advertising pages except that so and so made a certain product, and that it was the best ever, if you took the manufacturer's word for it.

Business conditions in Canada are most excellent, although in our particular line competition is extremely keen, as many new manufacturers, particularly American concerns, have recently built Canadian factories and are going very strenuously after business. Paint competition in Canada is

Send  
for  
Sample  
Copies



Published  
by the  
Co-ops  
of the law  
book field

### ROCHESTER, NEW YORK

## Nineteen years in the legal field— Ten thousand five hundred paid subscribers

One of our best salesmen writes:—"I say that I have seen with my own eyes 50% of circulars sent to lawyers dumped into the waste basket without opening."

"One advertisement in Case and Comment is worth 100,000 circulation."

Every subscriber to Case and Comment is an active, buying, high grade lawyer; our original method of obtaining subscriptions insures this. Our forty salesmen cover the country selling law books at \$100 to \$400 a set. These men waste no time with the inefficient; they are after the big buyers to whom they also sell Case and Comment.

**Rates \$36 a page. Special opportunity in  
Two-color BACK COVERS for March and April**

Send for SWORN  
Statement of Jan-  
uary Circulation.

## Counsel in Merchandising Selling by Means of Advertising

Announcement is made of the opening of new Boston offices at 77 Franklin Street, in the new Columbian Life Building (telephone, 757 Main). The New York offices remain at 225 Fifth Avenue (telephone 5209 Madison Square).

## BRACKETT-PARKER COMPANY

B. W. PARKER, President  
L. J. BRACKETT, Treasurer

represents a consolidation of the advertising interests of L. J. Brackett, formerly Manager of the New England office of the Wyckoff Advertising Company; and the business and agency connections of the B. W. Parker Agency, of New York and Chicago.

# A Real Advertising School

The successful advertising man of to-day—the man who is earning a large salary—is a sales manager as well as an advertising manager. He knows how to analyze his merchandise to find selling points; how to study the probable buyer and learn his attitude toward the merchandise together with his motives for buying; how to plan a campaign, including the method of selling, whether by salesmen or by mail, and how to select the mediums; how to prepare copy that will appeal to the greatest number of probable buyers; how to get this into type, which includes a thorough knowledge of printing and engraving methods; how to handle the replies from his advertisements which includes writing of form letters, follow-up systems, co-operation with salesmen and co-operation with dealers.

Knowledge like this will enable you to go into any business house and take the position of advertising manager with perfect confidence. It will do more; it will enable you to earn a salary in keeping with your ability as a producer of business. Up to the time this college was established, the only way such knowledge could be gained was by practical experience. Now you can learn by correspondence. Our system of instruction is exceptionally practical, and of such a nature that you easily secure a grasp upon the entire advertising problem.

We offer you the choice of *nineteen* different courses. One of these is the Complete Advertising Course; the others are special courses for different lines of business such as department store advertising, men's wear, women's wear, food products, mail order, real estate, financial advertising and eleven others.

The Dean of our school is Mr. C. L. Watson, President of a large Chicago advertising agency. He has held the position of advertising manager for two of the largest factories of their kind in the United States.

*Write today for our booklet.*

## Chicago College of Advertising

500 McCormick Bldg., Chicago

decidedly more keen than it is in the States.

But business conditions are splendid, as the country is developing very rapidly; in fact business is so good that many manufacturers are legislating against their doing very much advertising. You know the attitude of the man who does not understand the true value of advertising—that he has as much or more business than he can handle. His idea always is, Why should I advertise when I have more business than I can take care of?

But in spite of this, the Canadian manufacturer, taking it all in all, is becoming a pretty keen advertiser and there is a rapidly increasing interest in good advertising. The manufacturer to-day is not satisfied with the ordinary everyday printing matter, that he considered good enough three or four years ago, and to take care of this change in attitude, new printing houses are going up who are able to design right and execute the very highest class of advertising literature.

The Sherwin-Williams Company is making decided efforts to take advantage of our developing business. We are increasing our printing plant, and with the plans that we have before us now I imagine that there won't be a more complete and up-to-date equipment in Canada, or I might almost say the States.

C. L. MEAD, KLAXON ELECTRIC SIGNAL

In my opinion the largest step forward in the advertising field during the year just ended has been the tendency on the part of advertisers to realize and assert their rights in their attitude toward publications and advertising agents.

Achievements along the line of guaranteed circulation with a pro rata rebate on circulation falling below a stated minimum, are undoubtedly but the forerunners of a new business basis on which advertising space will be sold throughout the whole publication field.

The tendency of manufacturers

to instal their own advertising departments and use an agent only as supplementary to the work of these, is also a big step in advance and one likely to bring about the use of an agency as it should be used, viz., on a fee basis.

That either of these tendencies will have attained completion by the end of the present year is, of course, beyond hope. I believe that they will continue to advance and gain strength as they go.

The whole proposition may be summed up in these few words: that manufacturers are taking advertising more seriously, putting it on a plane where it should be, and employing in their own organizations advertising men of the same calibre as in their sales and other important departments.

Naturally this condition decreases the usefulness of the agency. Naturally, also, it demands greater efficiency and more business-like methods from a publication.

As regards business conditions in our own particular line and our advertising plans for the ensuing year:

The former are most satisfactory. Our chief difficulty has been and is in being able to make deliveries.

Our advertising plans have not been definitely formulated beyond the fact that we will continue to use trade paper space as formerly, and in all probability, supplement this with a campaign of a more general nature.

ROY B. SIMPSON, ROBERTS, JOHNSON & RAND

The most important step forward in advertising and sales during 1912 was a better understanding between the managers of advertising and sales departments. There is a marked tendency on the part of the sales managers to yield to the judgment of the advertising managers and the advertising men are beginning to realize that copy is not the whole thing. Advertising men are becoming more skilled in business management. They are learning how to get the co-operation of the sales force, and as a result there

## 6 Days From New York

there is a big-prosperous territory—The Great Pacific Northwest. Those advertisers who have bridged the distance have found a wonderful market—needing only proper development to produce steady and increasing sales. In these days of intense selling methods such a field cannot be neglected without the loss of business to be had for little more than the asking.

## THE SEATTLE TIMES

is the one medium necessary to cover The Pacific Northwest. It is supreme from editorial and news standpoints, and through these is constantly increasing its lead in circulation. Both local and national advertisers have found the combination a result-bringer, and any manufacturer who is not pushing sales in the Northwest will do well to seriously consider this territory and THE SEATTLE TIMES.

### Times Printing Company

*Seattle, Washington*

THE S. C. BECKWITH SPECIAL  
AGENCY

*Sole Foreign Representatives*

NEW YORK ST. LOUIS CHICAGO

is greater team work between these two great branches of business, namely, distribution and consumption.

During 1912 there was a marked tendency to do more advertising in the small town field. Certain manufacturers of my acquaintance have, for years, been spending the bulk of their appropriation in the larger cities while their product has been more adapted to the people of the smaller places. All of a sudden they have learned that two-thirds of our population live on farms and in towns of less than 5,000 people. In my judgment the small town publications will gain during 1913.

So far as we are concerned, business conditions have been excellent. All the branches of the International Shoe Company have substantial gains during 1912. We shipped shoes amounting to twenty-six million dollars, but it is estimated that our shipments during 1913 will be slightly over thirty million dollars. We have eliminated all possible waste in our advertising and I will venture the assertion that there is not another concern in the world that gets as much advertising for as little money.

H. D. ROBBINS, N. W. HALSEY & COMPANY

The movement to police the advertising field and discourage dishonesty in advertising and sales methods, to my mind is one of the most important developments of the past year or two, because it is having, and will have, a tremendous effect on public confidence in advertising. The Vigilance Movement will greatly expand.

I have also noticed an increased tendency toward a more scientific handling of advertising and sales, based on an analysis of accurate information.

The investment market has been dull for several months but is now somewhat improved and the outlook for our business is distinctly favorable. We are inclined to think, however, that general business will be somewhat slower than in 1912. According to this view the manufacturer should increase

his advertising. As for ourselves, we expect to spend in advertising in 1913, approximately the same amount as in 1912.

EDWARD FRESCHL, HOLEPROOF HOSIERY

We do not contemplate any vital changes in methods, either as regards sales or advertising, for 1913. As far as we can tell at this time, we are going to spend about the same amount of money in publicity as we did in 1912 and are going to adhere to practically the same promotion methods as in the past few months, same having been productive of sufficiently good results to warrant a continuance as long as nothing better offers itself.

We are, however, contemplating some important improvements in our merchandise; but these will be of more interest to dealers and consumers than people interested in advertising.

We have also gone into the manufacture of women's fine silk gloves, and if we find it possible to bring our production up to what we anticipate this year, we intend going into an extensive advertising campaign. These goods will be called "Holeproof Silk Gloves" and will be sold under the same guarantee method as several other well known makes of silk gloves that are on the market at present, such as Kayser, Niagara Maid, etc.

VICTOR LEONARD, STANDARD MILLING COMPANY

I think there has been, in the past year, a big improvement in agency service; more careful planning of advertising campaigns, due, no doubt, to more thorough investigation of conditions and more data upon which to plan a campaign.

A welcome change is the passing of the "free deal" in drug and grocery lines, which has tended to overstock the dealer, resulting in stale or slow-moving merchandise and a general disbelief in advertising.

I do not think that the introduction of motion pictures for educational advertising, the

# Ask to see this *real* Circulation Statement



HREE factors should be considered in measuring the value of the circulation of any trade paper—

One—The *quantity* of net paid circulation.

Two—The *quality* of this circulation.

Three—The *thoroughness* of the distribution of this circulation throughout the territory covered by the paper.

We have always maintained open circulation books and have invited the most searching investigation and analysis of our subscription lists. In addition, we have had our circulation audited by the Association of American Advertisers, being the only hardware paper that has ever opened its books to that organization. But even this has not satisfied us. So, we have gone farther still and have prepared a portfolio of Facts that impressively visualize the *quality, quantity and distribution* of our circulation among retail and wholesale hardware dealers throughout the country.

Familiar as we were, or thought we were, with the circulation of *Iron Age-Hardware*, the vast purchasing power revealed by this analysis exceeded our greatest expectations. You, too, will be impressed by this unusual Circulation Statement. Our representative will bring it to your office if you will say when—and mention *Printers' Ink*.



The Association of American Advertisers has examined and certified to the circulation of this publication. The figures of circulation contained in the Association's report only are guaranteed.

Association of American Advertisers

No. 10-31-12

Whitehall Bldg. N. Y. City

**Iron Age-Hardware**

The Retailers' National Weekly

239 W. 39th Street, N. Y.

# Quality in Circulation Counts

Advertisers using space in magazines handled by us are pleased to know the bulk of all the subscriptions secured by us come direct from homes situated in the suburbs of the great cities and smaller towns.

We pride ourselves on quality of the circulation we produce. We reach the homes that are active, intelligent buyers—homes which pay advertisers to reach. The subscribers secured thru our services are progressive, industrious consumers of everything to eat, wear and to make the home more beautiful or convenient.

THAT'S WHY publishers of standing use our services to increase their circulation. It pays their advertisers.

*The*  
**Magazine Circulation Co.**  
(Incorporated)

27-333 S. Dearborn St. CHICAGO

growth of slide advertising, etc., should be overlooked in a review of the year, as I consider their increasing use and development important.

The standards of merchandising itself are improving—enforced improvement, mostly—due to legislation, vigilance of state authorities and competition of quality advertising; and there are other improvements in sight—a possible national window-trimming service.

Painted bulletins—to be repainted three or four times a year. This would be more effective if each repainting included both a change of color and copy.

Furthermore, I believe painted bulletins would be much more effective if they were used for direct or specific offers—not merely general publicity or half-baked slogans.

Some desirable changes I would like to see are:

A good substitute for trading stamps or premiums. I think I have a workable plan for the latter.

I would like to see zone advertising in women's magazines, with concentrated circulations sufficient to really be effective in their respective districts.

There is a tendency for harm, or at least cause for alarm, in the growth of chain stores and the growth of syndicate buying by department stores.

But, so long as "size and system and energy do not constitute efficiency," and inasmuch as efficiency can be developed, or can be bought, by those who want it, there is still a chance for the small dealer and the manufacturer outside of these big consolidations of capital.

And during the coming year wastes in advertising will come in for more consideration, too. I think the two most wasteful factors in advertising are (1) inadequate plans and (2) the blue pencil. I have known the blue pencil to kill off many good plans and to curtail others until they were insufficient to do the thing desired.

HARLAN J. WRIGHT, ARLINGTON MILLS

I believe the past year has been

one of great education for the advertising man generally, particularly along the lines of more sincere copy, and the elimination of exaggeration and misrepresentation. This can not fail to work to the advantage of advertising in a broad way. In a word, advertisers are becoming more honest in their copy.

Another big improvement among some of the active men in the business is an increased interest in the merchandising plans back of the advertising. The old impression that advertising is merely good copy is fast giving way to the fact that it is the last step in advertising, and that the problems of manufacturing, selling and distribution must be on a thoroughly sound basis before advertising begins.

Generally speaking, the country along all lines seems to be in good shape, and 1913 should prove a splendid year. We must not, however, lose sight of the fact that we are facing a change in the administration, with a revision of the tariff as a pretty definite certainty, which can not but have a very marked effect upon trade, along certain lines particularly. Just what this effect will be can not be stated as yet.

S. C. ERLANGER, B. V. D. COMPANY

1912 showed a marked movement forward on the part of retailers to handle and push efficiently and cheerfully advertised trade-marked goods of merit, more so than in any previous year. It is natural that it should be so, for the work of years on the part of national advertisers in preaching the doctrine of the utility of trade-marked goods is crystallizing the thought more and more in the minds of retailers that it pays them better to push enthusiastically advertised trade-marked merchandise and obtain the resultant benefits by filling the public demand, rather than reluctantly handling goods because there has been an insistent call for them.

Gauged by the protests of fair retailers this past year against the abolition of price maintenance, as

## IMPORTANT ANNOUNCEMENT

Beginning with the  
March 9th Issue

### THE MONTHLY MAGAZINE SECTION

becomes a part of the  
regular Sunday edition  
of

## The St. Paul Pioneer Press-Dispatch

on the second and  
fourth Sundays of  
each month.

### "America's Greatest Daily Papers"

- The Sun, New York
- The Boston Globe
- The San Francisco Call
- The Washington Post
- The Omaha Bee
- The Chicago Tribune
- The St. Louis Globe-Democrat
- The Cincinnati Enquirer
- The North American, Philadelphia
- The St. Paul Pioneer Press-Dispatch
- The Pittsburgh Dispatch

# Wanted

## A Writer Who Can Interest the Business Man in His Accounting.

We have two positions open for men who can write interestingly, lucidly and forcefully about Accounting and System subjects.

We want one man to do research work. This man should be a trained accountant with a sharp eye for values from the standpoint of the auditor.

The other man must be able to take the technical detail which is to be gathered by the Research Department, and cast it into booklets and folders in such a fashion as to attract and interest the business man, from the one-man power retailer up to the man who represents the large railroad company or industrial corporation.

A fair salary to start, with an opportunity to get what you are worth.

Apply by letter only, enclosing such samples of your work as you think will give us a fair idea of your capacity; send names of those with whom you have been employed.

**Burroughs Adding  
Machine Company**  
**DETROIT MICHIGAN**

set forth in the Oldfield Bill, H R 23417, there is every trend that this feeling is constantly growing, the retailer being convinced that it is to the consumer's benefit, as well as his own, that price maintenance should prevail, so that the retailer has every encouragement to give the consumer what he asks for.

This year more appropriation will be devoted to advertising than in any year in our history.

O. C. HARN, NATIONAL LEAD CO.

As far as I can see, there has been no new development in advertising tendencies nor do I see the foreshadowing of any. But tendencies which have outlined themselves unmistakably in the last few years are broadening and showing more definite details. This indicates that they were not the passing fads or fancies of a few reformers.

I refer especially to the two big questions of the day: First, clean and truthful advertising copy; second, open and aboveboard dealing between the buyer and seller of advertising service.

The other day a publisher told me this one: He met a fellow publisher on the train and the latter said:

"Do you know Blank?" (naming a prominent advertising manager).

"Yes."

"What kind of a fellow is he, anyway?"

"A very fine man. I know him well. Why?"

"Well, I had always heard he was all you say, but what do you suppose he had the nerve to ask me yesterday? He wanted to know what our circulation was!"

It may be said that, although the millennium has not yet arrived in regard to circulation statements, the naive attitude of this publisher is no longer recognized as correct in polite publishing circles.

If it is in order, I would say that there is one thing which to my mind, threatens to put the brakes on the progress of our big movements. Some too enthusiastic reformers are trying to do too

much at once. In cleaning up objectionable advertising, for instance, some are failing to distinguish between palpable and indisputable evils and those which may still lie on debatable ground.

To mix the two will inevitably result in delaying the elimination of the proved evils until the others can be proved equally bad—which may take a long time.

Be that as it may, we in the advertising world, are not the only ones suffering from growing pains in the region of the business conscience. The business man is growing dissatisfied with false conditions. He used to explain: "It is the custom of the trade and cannot be helped," and he was content. Nowadays he does not apologize; he changes the conditions. So we have net weight packages in the factory and truthful labels on those packages. We soon will have net weight circulation statements from all publishers and hundred-per-cent pure copy from all advertisers.

#### PIANO DEALERS ENDORSE PRINTERS' INK STATUTE

At a meeting of the officers and committee of the National Association of Piano Dealers, held at the Hotel Astor, New York, January 13 and 14, the PRINTERS' INK statute was incorporated into the minutes of the executive committee, and the following resolution was passed:

"Resolved, That the legislative committee be instructed to prepare at once a bill to be presented to the several legislatures tending to prevent the offering for sale of any article not actually for sale or refusing to sell it or them to any person or others offering to buy at the price and on the advertised terms. And be it further resolved that the members of the association hereby pledge themselves individually and collectively to assist in the passage of such an act in our respective commonwealths."

The association has pledged itself to remove from membership those houses which do not live up to its standards, and at this meeting complaints were considered against four members.

#### WILL IT BE ANOTHER WATERLOO?

In the past year the Spokane Ad Club has increased its members from 78 to 500.

Owing to continued ill-health A. M. Dodd has retired from the firm of Spencer-Colyer-Dodd, Inc., New York.

## The Highest Priced Advertising Service in America.

You who believe that  
high prices generally  
mean better goods  
write

**The BATES ADVERTISING CO.**  
*5 Distinct Departments uniting on Sales*  
**15 SPRUCE STREET, NEW YORK**

# PRINTERS' INK

*A JOURNAL FOR ADVERTISERS*  
Founded 1883 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3. Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

New York, January 30, 1913

**Fresh Reasons for Quality Appeal** Any changes in the habits of the American pur-

chasing public do not have to be radical in order to interest the advertising manufacturer. If there seems, for instance, to be more of a tendency on the part of the public to hold on to its money or invest it in securities rather than to spend it on living expenses, that is a trend which may come to have a profound influence on large groups of manufacturers.

This very tendency, in fact, has been marked by leading merchants in different parts of the United States. Their views in reference to present trade and the trade outlook for 1913 were published in local newspapers around the first of the year. Some apparently were faring better than others, and hence saw things through rose-colored glasses, but the general opinion was to the effect that there was a constantly increasing disposition for thriftiness on the part of the public, and that while this had been hastened and emphasized by the educational expe-

rience of the recent lean years, it is nevertheless a tendency which we must be prepared to see become more or less permanent as we draw away from the early pioneering and wide-open years of American industry.

Some of the increase in the cost of living we shall be able to get rid of by the elimination of the more obvious wastes. But on the whole, spite of invention, spite of greater organization and more scientific methods in business operation, prices are settling at a higher level, and will remain there, doubtless, at least for the next decade or two.

In this connection it is interesting, and more than interesting, to note the remedy which James J. Hill, the great railroad operator, offers to the wise individuals of the public. He says in effect: correct the cost of living for yourself by buying goods of higher quality: more expensive, perhaps, at first, but certain to outlast the cheaper quality several times over.

He gives an instance of where a purchasing agent for a large railroad bought steel rails and paid eight million dollars for them when he could have bought other rails, which were at least satisfactory to the management, at three million dollars. He had to win over the directors to carry his point. Competing roads, thinking to make a saving, bought the cheaper rails. They have now, after a lapse of some years, had to replace those rails, and in the meantime have suffered many disadvantages due to the poor quality, which more than offset the anticipated gains. It is estimated for the more far-sighted road which equipped itself with the better rails that the high price really assured and guaranteed a saving of 40 per cent in the operation and maintenance, while the other kind of rails would have shown up in the financial balance as an expense.

Mr. Hill's argument is that where durability and appearance count, it generally pays in dollars and cents to get the best. This is, of course, just as true of many

perishable articles, like food, perhaps even more of food. Even in matters where it is purely a question of taste, the extra benefit derived from a full satisfaction is not to be disdained if only for the sake of self-respect and an enlarged sense of well-being.

**How Do Your Letters Advertise You?** The letter is one of the greatest of advertising mediums. It concentrates to the extreme, usually going direct to the one to whom it is addressed and getting closer to him than does anything else that he reads.

Most people have a jealous regard for their letters. Their mail is full of interest to them. Are you making the best possible use of that regard and interest?

Are you spending from fifty cents to five dollars in other forms of advertising to get someone interested, and then sending him a letter that represents but a few cents of effort? If you are, you can take comfort from the fact that you have plenty of company in your costly practice, though this is rather stale comfort.

Look to your stationery. See that it possesses the full measure of advertising value. Even the envelope has its possibilities.

If you are too busy to give the correspondence close attention, have somebody in the office trained to write letters that reflect credit on your concern.

The advertising world needs efficiency in letter-writing as well as in periodical advertising and face-to-face salesmanship.

**A Practical Man Needed** The new administration will have no more important post to fill, so far as the advertising and publishing industries are concerned, than that of the Third Assistant Postmaster General.

It is in order to suggest, therefore, that this office ought to go to a thoroughly practical man,—some one who has gained through previous experience a first-hand knowledge of conditions in the field over which he will have ju-

risdiction. To become a judge, one must first be a lawyer. It would be an absurdity to elevate a layman to the bench. Similarly it is desirable that the man who will have decisions to make affecting the publishing and advertising interests should have a thorough-going grasp upon the technicalities and intricacies of these great departments of American commerce. If there has ever been a man experienced in publishing and advertising in the office of Third Assistant Postmaster General, PRINTERS' INK cannot recall his name. Important measures relative to the administration of the second-class postal laws and to classifications under the parcel post laws are certain to come up within the next four years and President Wilson will need the services of some one having a broad business perspective as well as sound business judgment.

The American postal service is in the melting pot. Great changes are taking place in the handling and transmission of mails. The advent of the parcel post, and the talked-of taking over of telegraph and telephone, make it essential to select practical men of experience and of larger mold than heretofore, for the heads of the different branches of the postal service. Men are needed who will not have to go through an experimental process to make them familiar with the scope of the responsibilities that come up for equitable decision, but men who start out on their official duties already equipped thoroughly with adequate experience and knowledge of the whole range of the subject—not an especially gifted specialist in one branch and a badly informed man in another, but rather, an all-round experienced man, knowing secular papers as well as trade journals and magazines, technically acquainted with the manufacture of metropolitan newspapers, and also knowing the scope, power and limitations of the small town daily and the country weekly, a man big and broad enough intellectually to be fair and even with ex-

ponents of varying creeds and faiths, religious as well as political—a man familiar with the "tricks and the manners" of advertising, and withal open-minded and fair.

It goes without saying that the office should be filled by an executive of high order, accustomed to efficiency methods and systematic handling of myriad details. Preferably a man who has also been through the "chairs" of business, and who can talk in the language of the man of business of to-day, possessing sympathy for him and a disposition to help rather than to hinder his advance.

The volume and value of the great American industry of publishing and advertising, running into hundreds of millions of hard earned increment, is entitled to at least one of its kind for the post of Third Assistant in the country's mail service, which office has more to do with the newspaper industry than any other office in the Government. Too enormous a capital is imperiled by the chance for error on the part of however well-intentioned a clerk, who may be absolutely without the guiding knowledge of experience and practical technical sense as to newspapers, circulation and advertising. It is too grave a responsibility to place in the hands of a man without years of training and experience. It would be like putting a carpenter in charge of the Government printing office.

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**PRINTERS' INK says:**

*It is a poor proposition which can't win unless somebody else loses.*

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**You Can't Be Too Busy to Learn** "I am too busy doing to take time to read what others are thinking," said an advertising manager. And he smiled in evident satisfaction over his clever remark.

He wasn't alive to the fact that what he was neglecting to read was not merely what others are thinking but what others are doing.

Even what other advertising managers are thinking is worth much to this self-satisfied advertising manager, for what men think is based largely on what they have done. Their thoughts breathe their experience.

And no advertising manager worthy of his title can afford to neglect informing himself as to what others are doing. The news of the advertising world is more important to him than the news of the general world. If he misses it, there will be times when an item of information that would have been secured from a single copy of *PRINTERS' INK*—costing him less than five cents—may be worth ten, twenty-five, fifty, or a hundred dollars.

There was once a prominent advertising man of New York City who became too busy to read. He was working on an important commercial treatise that was to be distributed widely in the state of New York, and he chose a title for the book that violated a recent law of the state. He didn't know about the law. He was too busy to look into such matters. The book was printed, and as there was pressing need for it, the edition had to be used on the day it came from the press, whether it was just right or not.

Result: *A rubber stamp correction had to be made on the finely printed cover and title page.* The book went out an eloquent advertisement of the folly of not being fully informed of what has been done and is being done in the advertising world.

It pays to be the man who knows. No one man knows it all. He is forehanded who takes what he can easily learn from others.

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ONE VIEW OF PARCEL POST

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J. R. Moorehead, secretary of the National Federation of Retail Merchants, addressed the convention of the Missouri Retail Hardware Association at St. Louis, January 22, on the parcel post. He said: "The parcel post will add to the high cost of living, because it will educate the people to buy in dribs."

The Brooklyn Standard Union, during 1912, carried 3,212,700 lines of Dry Goods advertising.

(*N. Y. Evening Post official measurement*).

No other New York or Brooklyn paper carried as much, except the Journal and World.

Follow the Department Stores—they know.

## NECESSITY OF FIXED PRICES IN NATIONAL SELLING

HOW VARIOUS CONCERNs ARE CONTROLLING THEIR PRODUCTS BY LICENSES—TEXT OF PREST-O-LITE, AEOLIAN, AND VICTOR LICENSES

*By Waldemar Kaempfert,  
Managing Editor of the Scientific American.*

### II

[EDITORIAL NOTE:—In his opening article last week Mr. Kaempfert reviewed the significance of the testimony developed at Washington before the Oldfield committee, describing the methods of "Big Ben" clock, the Gillette safety razor, the Owen Manufacturing Company, Colgate & Co., and, lastly, the Kellogg Toasted Corn Flake Company. The defect of the Kellogg plan to protect the price by patenting the carton is that the court may declare the patent void, for lack of novelty.]

Far stronger than the price fixing method of Kellogg's is that of the Prest-O-Lite Company, which manufactures the patented gas tanks carried on many automobiles. The gas in the tank is no more patentable than is a breakfast food; but to discover a way of storing it under pressure in a tank involved real invention. Hence the container is fully as important as its contents, which cannot be said of any breakfast food and its carton. The Prest-O-Lite price-fixing license reads:

#### PREST-O-LITE

Gas Tank.....B  
Patented December 25, 1900

In consideration of its return to us for exchange when empty this device is sold and licensed for sale and use only while filled with gas and acetone compressed by us, and when sold for not less than \$25.00.

THE COMMERCIAL ACETYLENE COMPANY.  
The Prest-O-Lite Company.

Kellogg's use of the patent laws may be regarded as a mere subterfuge. On the other hand, the Presto-O-Lite Company has made a valuable contribution to the art of storing compressed gas. Yet if the Government wins its case against Kellogg—involving merely the right to fix the price of an unpatented article sold in a patented container—one cannot help wondering if the Prest-O-Lite Company may not be prevented

from controlling its market. Should that really come about, nothing could more forcibly illustrate the injustice of the Government's attempt to curtail the rights of a patentee by seeking to hold him liable under the Sherman law.

Thus far the courts have interpreted the patent laws in the broadest spirit and have recognized the absolute property right of the inventor in his invention. Unfortunately judicial decisions are not written in business English, with the result that to manufacturers they are sometimes bewildering.

Why, for example, did the Supreme Court of the United States uphold a license restriction, which is to be found on every mimeograph and which compels the user of the machine to buy his stencil sheets and his inks from the A. B. Dick Company? And why did the same court hold that the Bath Tub "Trust" had no right to fix the price of ironware enameled with a patented machine?

The truth is that the mimeograph and the bath tub decisions are both absolutely sound in principle, simply because they have nothing in common. In the one case a well-settled principle in patent law was once more enunciated, and in the other a combination that operated in violation of the Sherman law was dissolved. The decision in the Dick case was based entirely on the right of a patentee to make his own terms in disposing of his invention; the decision in the Bath Tub case was, only incidentally concerned with patents. That is why there is no conflict between the two.

What were the facts in the Bath Tub case? Patents on machines for enameling iron ware were acquired by Wayman. He proceeded to license the leading manufacturers of bath room supplies under these patents, so that they might use the machines. Had he stopped there we might never have heard of a Bath Tub case. But he went farther. He organized a committee of six licensees, of which he was a member, and

left to it the matter of fixing the price at which ware enameled by the patented machines was to be sold. In other words, he, as the owner of the patents, had little voice in determining the selling price. Here was clearly a combination in restraint of trade, and the Supreme Court so held.

Contrast this situation with that revealed in the mimeograph case. Dick made a patented duplicating machine. He placed a notice on each machine, which notice stated

that the machine might be used only with supplies furnished by him. None of the many thousand users of mimeographs in the United States were concerned with framing this notice. Indeed they did not know of each other's existence. Dick, and Dick alone, stated the license conditions.

Like every other patentee, Dick derives his right to state how his machine shall be used and at what price it shall be sold from no less an instrument than the Constitu-

## Advertising Men Don't Always Know A Good Thing When They See It

If they could, somebody would grab our new 12,000 Square Foot Electric Sign Space at \$1.00 per foot, per YEAR.

### FACTS

This Space Dominates 25 Blocks of Broadway, (17th Street to 42nd Street), 12 Blocks of Seventh Avenue (30th Street to 42nd Street), and the windows of hundreds of Hotels and Big Office Buildings, on other streets.

### LET THESE SINK IN

Circulation A Million A Day. In the Heart of the Metropolis.

At 6 $\frac{2}{3}$  Cents Per 1000 Readers of the largest (100'x120') and Handsomest Electric Sign in the World.

### GET MORE DATA

Next time you are on Broadway between Times and Union Squares, or at the Pennsylvania Station, view the Heidelberg Tower and imagine a sign 30 feet higher and 3 times as wide, at the same location—then demand further facts.

**A. L. ANDREWS**  
**1465 BROADWAY**                                   **NEW YORK**

## TO REACH THE AMERICAN PHYSICIAN

**"THE BIG SIX" REACH OVER 100,000 DIFFERENT PHYSICIANS EVERY MONTH**

Amer. Jour. Clinical Med.  
Amer. Jour. of Surgery  
American Medicine

Interstate Med. Jour.  
Medical Council  
Therapeutic Gazette

**ASSOCIATED MEDICAL PUBLISHERS**

S. DeWitt Clough, Secretary  
Ravenswood Station - - Chicago, Ill.

A. D. McGraw, Eastern Rep.  
286-5th Av., New York

USE THE BIG 6

tion of the United States. "The Congress shall have power . . . to promote the progress of science and useful arts by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries" states the Constitution. In accordance with the power vested in it by the Constitution, Congress has passed laws which fix the life of a patent at seventeen years and which give to the inventor or those who hold under him the exclusive right to make, use, and sell the invention patented.

Time and time again the courts have held that the word "exclusive" means exactly what intelligent men think it means; in other words, that an inventor may exclude all others from making, selling and using his patented invention and that he may do with his invention what he pleases. Hence any law which states that he may not fix the price at which his patented article may be sold or stipulate the place or manner of its use does not give him the "exclusive" right to which he is constitutionally entitled.

*It is the opinion of almost every patent lawyer that Representative Oldfield's measure, if it is enacted into law, must inevitably be declared unconstitutional by the Supreme Court of the United States, because it seeks to deprive the inventor of the complete right to control his invention.*

Cases like that of Dick occur constantly in the courts, fortunately without incurring newspaper abuse based on a total misunderstanding of the legal and business facts that underlie the decisions of the judges.

The capping machines by which the crimped, sheet-metal stoppers of beer and soda-water bottles are applied are protected by patents owned by the Crown Cork and Seal Company, of Baltimore. They are leased on the condition they "shall be used only in connection with crown corks purchased by the lessee directly from the lessor." That condition has been upheld in suits brought by the Crown Cork and Seal Com-

pany for infringement of its patents on the machine.

Naturally those companies who are selling caps protest that their business is curtailed. The answer to that is: The Crown Cork and Seal Company have developed remarkably efficient machinery for sealing bottles, without which corks would be useless. Those who protest have either invented nothing in the way of a machine or have produced nothing that can compare with the Crown Cork and Seal Company's devices. Why should anyone be permitted to fatten on a business created by a company that has perfected at great expense a wonderful machine that has vastly simplified and cheapened the corking of bottles?

Similar restrictions are placed even upon apparatus that finds its way into the household. Thus, every Pianola bears the following notice:

This Pianola, No. . . . . , is manufactured under patents owned and controlled by the Aeolian Company and is sold by us and licensed to be used under such patents and under our guarantee, only with attachments, improvements, and music rolls, especially designed and manufactured by us for use therewith. It must not be used with spurious imitations of any of our attachments or with rolls not of our manufacture; otherwise the guarantee and license terminate. We guarantee the instrument to be of our standard workmanship and material and we will repair or replace any part found defective in material or workmanship during the period of one year from the date of sale by us.

THE AEOLIAN COMPANY.

#### THE HISTORY OF LICENSE RESTRICTIONS AND OF PRICE-FIXING

It was not until 1896 that the right of an inventor to dictate the kind of material that might be used with a patented machine was squarely upheld. In a case that has since passed into legal history as the "Button Fastener Case" the modern practice of selling a patented machine with the license restriction that it may be used only with certain unpatented supplies furnished by the patentee was judicially approved. On the bench sat Judge Taft, now President of the United States. The decision was written by Judge Lurton, who is now Mr. Justice

Lurton of the United States Supreme Court and one of the bench that decided in favor of Dick in the Mimeograph Case.

The patented machine involved was a device for fastening buttons on shoes by means of "an ordinary metallic staple." Of these machines 49,000 had been sold, labelled thus:

This machine is sold and purchased to use only with fasteners made by the Peninsular Novelty Company, to whom the title to said machine reverts upon violation of this contract of sale.

The court held that the patentee had not parted with the machine absolutely, that he had reserved to himself alone the right to use fasteners of any kind, and that anyone who had knowledge of



## ANNOUNCEMENT

is made of the incorporation of  
Hoguet & Hafley Inc.

20 Vesey Street

New York

for the conducting of Advertising in its respective branches.

The new corporation has absorbed "Hoguet Advertising," heretofore managed at the above address.

January  
Twenty  
Nineteen  
Thirteen

Henri A. L. Hoguet,  
Prest. & Sec'y.  
Carlos G. Hafley,  
Vice-Prest. & Treas.

Telephone - Cortland 2252



### Just To Convince Yourself

Ask a half dozen stenographers, anywhere, which typewriter they prefer. This has been tried hundreds of times by prospective buyers and the verdicts have been practically unanimous in favor of the

## Underwood Typewriter

"The Machine You Will Eventually Buy"

For Durability, Speed, Accuracy, and Ease of Operation it is unapproachable.

**Underwood Typewriter Company, Incorporated**  
Underwood Building

New York

Branches in All Principal Cities

# Pawtucket Rhode Island Times

One paper for two cities  
Pawtucket—Central Falls

**Circulation**  
**Average 1912**

**21,097 Sworn**

The Times is the doing paper of one-seventeenth of the population of the State of Rhode Island. It serves exclusively two cities and draws more than \$80,000 in advertising each year from Providence.

Every article of merchandise worth while should be on sale in those two cities and advertised in the Times.

**Anything you want to know about trade conditions, write direct to Times.**

the license restriction could be regarded as a contributory infringer. Taking a sensible business man's view of the situation, the court also stated that by purchasing fasteners from the patentee the user was simply paying royalties.

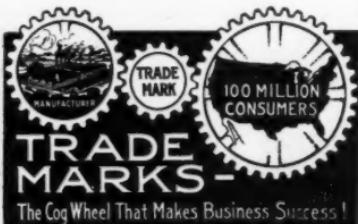
Notice of the license restriction is essential. Some years after the button fastener case was decided, the makers of the Neostyle lost a suit against a defendant who was not aware of a license restriction that forbade the use of stencil sheets and ink not supplied by the manufacturer of the patented machine. Ever since, license restrictions have been brought home to those most likely to be affected by making them only a little less conspicuous than the "scare-heads" of a yellow journal.

The right of a patentee to fix the retail selling price of his patented product was first tested by "The Fair" of Chicago in a suit for patent infringement brought in 1903 by the Victor Talking Machine Company. On all Victor machines the following notice appeared:

NOTICE.—This machine, which is registered on our books No. —, is licensed by us for sale and use only when sold to the public at a price not less than \$..... No license is granted to use this machine at a less price. Any sale or use of this machine when sold in violation of this condition will be considered as an infringement of our United States patents under which this machine and records used in connection therewith are constructed, and all parties so selling or using this machine contrary to the terms of this license will be treated as infringers of said patents, and will render themselves liable to suit and damages. This license is good only so long as this label and the above noted registered number remain on the machine, and erasures or removal of this label will be construed as a violation of the license. A purchase is an acceptance of these conditions. All rights revert to the undersigned in the event of any violation.

VICTOR TALKING MACHINE COMPANY.

To attract customers "The Fair" had adopted the usual department store policy of placing on the bargain counter a well-advertised patented article as a "leader." The machines had been bought from a jobber. A United States Court of Appeals decided that, if the owner



Your trade-marks are the all-important cog wheel between you and millions of consumers you are trying to sell. Can you keep it in place?

**If Your Trade Mark**  
is used by another, liken it to a cog wheel out of mesh. Are you spending money in advertising and sales promotion to give power to a cog wheel with broken teeth? It is your business to drive the cog. It is our business to protect it.

**FREE** Copy of U.S. Law and the Trade-Mark News

Write today on your business stationery and we will send the U. S. Trade-Mark Registration Law, a copy of the Trade-Mark News, containing up-to-date information for advertisers and trade-mark owners.

**TRADE-MARK TITLE CO.**  
225 Physician's Defense Bldg.  
**FORT WAYNE, INDIANA**  
"Marks of Trade That Stand for Grade."



of a button fastener patent could stipulate that only he should have the right to sell supplies to his licensees, a Victor Talking Machine Company might properly prevent the selling of its talking machines below the fixed price.

#### THE BUSINESS SIDE OF LICENSE RESTRICTIONS

License restrictions, whether they designate the manner in which a machine shall be used or the price at which it shall be sold, are intended to insure the proper operation of the machine or to protect the public and the manufacturer from price cutters, as the case may be. In the few instances in which they are framed for the purpose of destroying competition utterly they so far exceed the rights of a patentee that they run foul of the Sherman Law.

Properly conceived, a license restriction often enables a manufacturer to reach a far wider buying public than would otherwise be possible. Dick's case is an example. If the mimeograph was sold outright for \$100, to which the manufacturer would probably be entitled if he adopted ordinary sales methods, not more than four thousand or five thousand buyers could be reached. A mimeograph is not like a typewriter. It cannot be used every hour in the working day—at least not in most offices. Few firms have enough duplicating to keep such a machine busy for even an hour a day. Hence an outlay of \$100 would be entirely unjustified in most instances. By selling the machine at somewhat less than cost and compelling the purchaser to obtain his ink and supplies from the makers, the A. B. Dick Company, a market represented by nearly 150,000 buyers has been reached. Every public stenographer and business man can afford to buy a mimeograph.

As the court stated in the button fastener case, Dick's plan and those like it are simply methods of collecting royalties. It is a plan that compels the payment of the royalties by the easiest way imaginable—as the machine is used. The obligation is such that, if the machine is not used at all, the

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**Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.**

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There is more business for you in CLEVELAND, DAYTON, YOUNGSTOWN, AKRON and LORRAINE, if you will go after it aggressively.

Each of these cities contains many manufactories which employ highly skilled labor, on a high scale of wages.

The BRYAN COMPANY will place your message before the residents of all these cities, as well as forty tributary towns, through Posters, Bulletins or Wall Signs, at a very low cost.

We will be pleased to send to any advertiser, an estimate for covering this entire territory, together with figures giving population in each city and town, also other valuable data.

**The Bryan Company**  
General Offices: Cleveland, Ohio

## WANTED

Every Advertiser and Agency Man to have one of our new Parcel Post Computing Scales. Gives instant and correct amount of postage necessary for all weights and Zones.

Sent gratis to the members of the Advertising Fraternity only.

Address the Advertising Manager.

**The  
Southern Ruralist**  
Dixieland's Foremost  
Farm Paper  
**ATLANTA**

**Zellner-Frank, Inc.**  
1123 Broadway, New York

### Service Exclusively

- serving clients in the capacity of advertising directors—
- planning and directing advertising expenditure—
- designing and writing copy—
- receiving remuneration from the advertiser and *not* from publications—
- offering a service that is based upon actual, active experience in both merchandising and advertising—
- an agency that is a sign of the times—indicating the trend of advertising effort toward more intensive procedure.

makers receive nothing. Even if used day in and day out, the amount that eventually finds its way into the treasury of the A. B. Dick Company is never more than a slight fraction of the saving effected by the machine.

The Dick selling plan is also a boon to the manufacturer. Like every machine intended for office use by clerks who have no mechanical knowledge and very little mechanical ability, the mimeograph depends for its successful operation on the quality of the supplies used—of accessories, in other words, that mean little to the operator. Dick's mimeograph ink is the outcome of long and protracted experiments of color makers and experts employed to invent it. It must be able to withstand change of climate and to work in harmony with the stencil-paper. "Some years ago," testified A. B. Dick in the now famous mimeograph case, "I discovered an ink being sold for stencil use, which contained a large proportion of benzine, and as benzine will dissolve the wax on the stencil sheets, it was ill-adapted for the purpose and soon destroyed the stencil and rendered it useless." Hundreds of experiments were made before an ink was discovered that was unobjectionable.

Manufacturers are agreed that all the printed directions and recommendations in the world cannot teach correct mechanical principles to men who are not mechanics, if indifference or stinginess suggest a contrary course. To counteract such human frailty typewriter manufacturers and makers of calculating machines and other office appliances annually spend thousands of dollars in advertising and in maintaining a demonstrating service and in sending out expert mechanics to make repairs. Many of these difficulties are avoided by obliging the user of a machine to buy his supplies from the manufacturer.

Dozens of machines are sold on the principle that the A. B. Dick Company has found so successful, and for the same reasons. If your Edison phonograph needs repairing, you must buy your re-

pair parts from the Edison Phonograph Company. Perhaps the most important of these repair parts is the small sapphire point that reproduces the record—a sapphire point that resembles glass. No vivid imagination is required to form a mental picture of the business that is done in selling cheap glass substitutes. Since only sapphire can be used continuously without injuring a record and inspiring a hot letter of protest to the manufacturer, the Edison Phonograph Company naturally insists on controlling the sale of accessories.

The Dick and Edison license restrictions are here cited to protect both the public and the manufacturer. Sometimes a restriction is imposed for the benefit of the public alone. Every Gillette razor, for example, is sold with the understanding that the blades are not to be resharpened. Yet, everyone knows that many stropping machines have been invented for the purpose and that a thriving industry is dependent on the resharpening of Gillette blades. The restriction was imposed by the Gillette Company simply for sanitary reasons. No druggist or hardware dealer can guarantee that he will return to his customers the identical blades entrusted to him for re-edging. The Gillette Company has never enforced the restriction against resharpening. A million dozen Gillette blades are resharpened every year—blades that might be sold if the restriction were enforced and that represent sales to the amount of one million dollars. The license restriction is used simply after the manner of the skull and crossbones on a bottle of carbolic acid. You may have your blades resharpened, and you may drink the carbolic acid, if you will; but yours is the risk.

*(To be concluded)*



#### DEATH OF T. M. SMITH

Thomas M. Smith, late advertising manager of Norvell-Shapleigh Hardware Company, St. Louis, died January 17. His successor has not yet been appointed.

Advertising space plus the good will of the readers is a combination devoutly to be wished.

## PHYSICAL CULTURE

offers this combination in its highest form at a cost no greater than you are asked to pay for advertising space where the good will of the reader is a more or less negligible quantity.

Our record on carefully keyed advertising is the proof.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager  
Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

## Quality Circulation Brings Returns

### Advertisement Writer Wanted

In general advertising agency, New York, capable, experienced, copy writer and idea man. Permanent position. Mention age, experience, and if convenient send samples of work.

"C," Box 45, care  
Printers' Ink.

## The Little Schoolmaster's Classroom

The simplified selling folks of New York announce that part of their scheme for promoting the sale of food products comprehends the educating of the grocery clerks toward better salesmanship, toward window dressing and advertising work, etc. It is the thing to do. The salesman comes into direct contact with the consumer oftener than any one else and can probably do more than any one else toward making a good impression for the advertiser.

By the way, the Schoolmaster read the name of the Simplified Selling Company several times as simplified spelling before he noticed that the "p" was missing from the title. Shows what an impression can be made on the mind by the repeated use of a phrase such as "simplified spelling."

\* \* \*

Sometimes to hear advertising men talk, you would think that there are no good salesmen in any of the stores to back up good advertising. But this is a libel on salesmen. There are many good ones if you know where to find them. The other day in a furniture store a customer remarked that she liked a chair but thought the price—\$30—was very high for a single piece. "Yes, but madam," said the real salesman, "this is a fine piece. It is what we salesmen call 'character furniture.' Look at the strong, simple lines and the beautiful grain of the selected wood. This will be a fine piece of furniture as long as it lasts and it will last for generations." And the same salesman, in selling a set of bed-springs, pulled out his little demonstration section of the mattress and jumped up and down on it vigorously, just as John Lee Mahin would always have the stove salesmen do! And he knew all the other little things of good salesmanship, too, such as walk-

ing leisurely to the door with the customer, promising his careful personal attention to a little detail that was to be fixed up, and so on. May his tribe increase, for such salesmen make buying a pleasure.

\* \* \*

There are books and articles galore these days that tell how to become a good salesman—how to get past the guard, approach the customer skilfully, rivet the attention, grip interest and get the signed order or the customer's money almost before he knows what you are about. Some of this instruction must strike well-balanced men as being ridiculous. For example, the salesman rushes in and falls over the customer's waste basket or smashes his favorite ink-pot and then suddenly, as the customer rises wrathfully, discovers that he has an exact duplicate of the smashed article, or one that pleases the customer much better, in the sample case. And, then, of course, you have seen described that wonderful example of suggestive action where the salesman, seeing the customer hesitate about signing, drops the fountain pen. The customer picks the pen up, and not knowing what else to do with it signs the order. It never occurs to him to hand the pen back and say "I don't think I care to go into it," nor does he let the salesman pick up his own pen!

Some of these things advocated seriously by business writers sound almost as spectacular as the advice of Professor Bojack, of Bojack's Famous Correspondence School, who advises the aggressive salesman to drive his horse right into the private office, hitch him to the customer's ink bottle, and plank a piece of rank cheese right down on the desk with the remark, "Fierce, ain't it?" This, the professor explains, enables the customer to get the contrast all the better when the salesman

flashes out the sample bottle of World-Wonder Perfume and puts that before the customer's nose with the remark, "Bet you can't say that our perfumes smell that way."

The truth is that while occasionally a "stunt" may work, the salesman who is continually trying tricks will find that people are distrustful of him. The salesman with an enthusiastic knowledge of an article of merit does not have to play magician.

\* \* \*

But here is a stunt that the Schoolmaster knows did really work out. A salesman of Heinz products had for a long time called on a crabbed old grocer who refused to talk buying. He would almost order the salesman out of his store. The Heinz man let him alone for a long time and then went in one day.

"Well, what do you want?" snapped the old man, as the salesman faced him.

"Nothing except a cigar," said the salesman calmly, and he picked one out as the old grocer rather suspiciously brought out his assortment. The salesman sat around a while, made a few remarks about the weather and finally walked out without saying anything about business. The old man was expecting the sales errand to be revealed and was ready, but as long as the salesman played the part of customer he could not afford to be gruff. Again the salesman came in and pursued the same tactics, saying nothing about business. The grocer, though still a little suspicious, thawed out somewhat. The third time he let down gracefully, bought a bill of goods and never resumed his old attitude toward the Heinz man. He had respect for good tactics.

\* \* \*

Scene: a business man's office shortly after the opening hour. The boss looks vexed. "Isn't Miss Brown here to-day?" "No." Miss Brown has on her book the notes of a dozen very important letters and no one else can likely transcribe them. What a fine starting point for an advertisement for

## Your advertising campaign



for 1913 will reach its larger effectiveness in the prosperous Pittsburgh district if you use the concentrated and exclusive quality circulation of

## THE PITTSBURGH SUN

Every Afternoon (except Sunday)

**EMIL M. SCHOLZ, General Manager.**  
Cone, Lorenzen & Woodman,  
Foreign Representatives,  
New York. Chicago.

## \$10,000 Cash in Two Months

By the use of full pages in "The Janesville Daily Gazette," a medium-sized dry goods and notion firm of Janesville, Wisconsin, gathered in on a sale \$10,000 in cash in two months time.

One of the members of the firm said, "Full page space is the best size for the advertiser. We have experimented on smaller sized copy over a term of years and have come to the conclusion that big copy has a pulling power of several times that of smaller space."

A good newspaper and good sized space will do wonders. Do you want some of the money in Southern Wisconsin?

**THE JANEVILLE DAILY GAZETTE**  
M. C. WATSON, Eastern Rep., Flatiron  
Bldg., New York City, N. Y.  
A. W. ALLEN, Western Rep., 1502 Tribune  
Bldg., Chicago, Ill.

### Advertising Agencies and Newspaper Representatives

## The Monolith Building

45 West 34th Street

Offers  
you  
many  
special  
advantages

Commodious offices  
at very low rental  
cost.  
Abundant Light.  
Efficient Service  
because under owner's  
management.  
Every office near  
Elevator.  
No Time-Wasting  
Corridors.

Located in the center of business  
activity—easy to reach by every  
line of transit. Several choice  
offices ready for immediate  
occupancy. Apply at building, Room  
1011.

## Pictorial Publicity

We Illustrate All Ideas

An Idea creates Thought. Thoughts well illustrated create Forceful Publicity. Lend us your thoughts and we will bring them to Life.

**Bartha-Opper Art Service Co.**

1133 Broadway, New York City

Tel. Madison Square, 4643.

## Did You in 1893 or 1894

Take Life Insurance for \$10,000 (or more) dividends deferred in any American company on which premiums to date are paid? If yes, I have interesting and profitable information.

J. A. STEELE, 170 Broadway, NEW YORK

## GARDEN NUMBER Town & Country

A number of exceptional size and richness describing and illustrating unusual Gardens and Famous Estates.

Last Year's Issue 96 Pages

Closing Date March 1

## If the Quality of Our Slides

and our prices are such that they bring us repeat orders from some of the largest national advertisers as well as smaller ones, wouldn't they interest you? Write us for sample and quotations and judge for yourself.

**TROY SLIDE & SIGN CO.**  
Schaible Building, Troy, Ohio

## Lincoln Freie Presse

German Weekly  
**LINCOLN, NEBRASKA**

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**CIRCULATION 125,384**  
RATE 35 CENTS

## "FIRST HANDS" IN PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialties and souvenirs. Free "Buyers" Information Service" to subscribers. THE NOVELTY NEWS, 213 S. Market St., Chicago; 120 big pages; illustrated; \$2 year; 20¢ copy, mail or news-stands. No free copies.



the Edison Dictating Machine or the Dictaphone. The Schoolmaster is partial to this kind of "copy openers." It has the "human interest" side; it is true to life; and it gets attention.

\* \* \*

We expect the tailor to be a well-dressed man. His argument about good-looking clothes falls flat if his own look shabby. The same principle applies to other

### YOUR LETTERHEAD

IS IT TO BE ONE CARrying IN ITS APPEARANCE THE CHARACTER OF THE HOUSE IT REPRESENTS?

Look up your client's competitor's headangs and note their outward appearance goes a long way toward influencing an order.

#### CONFIDENCE IS YOUR AIM.

An order placed with us for Die Engraved or Lithographed Letterheads means that we are to please you with its design. We will make it convey a truthful impression of the character of your house, and importance of your line.

The Gugler Lithographic Co.  
REGOGEN AVENUE  
MILWAUKEE WISCONSIN

THIS MAY EXPLAIN WHY ADVERTISING SOMETIMES FAILS

advertisers. No doubt the Gugler Lithographic Company produce very fine letter-heads, but how many readers of the Classroom would be impressed by that idea from glancing at this particular piece of copy? If this advertisement pays for itself, what would the right sort of advertisement bring this lithographic company?

◆◆◆

Louis C. Hochman has resigned as assistant advertising manager of the Hargadine-McKittrick Dry Goods Company, St. Louis, and is now advertising manager of the Schwab Clothing Company.

On February 8 the New York Evening Post will begin issuing its Saturday Magazine of sixteen pages. This will be included with its regular Saturday edition. It will not be syndicated.

## AUXILIARIES TO PUBLICITY CAMPAIGNS

**W. A. ANDERSON & CO.**

81-83 FULTON ST. NEW YORK

DESIGNERS-IMPORTERS-MANUFACTURERS

OF  
**ADVERTISING SPECIALTIES**

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Manufacturers convinced they are missing many sales "possibilities", are invited to investigate our method of co-operation, in the planning, writing and placing of business. Write on letterhead, or Portfolio of Proofs.

HELLER-BARNHAM, Essex Bldg., Newark, N. J.



### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER**, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

### AD. WRITERS

"**COPY** entirely satisfactory," writes agency. Have you too much advertising copy to write alone? Let me assist you. **ALFRED WONFER**, 31 Clinton St., Newark, N. J.

### BUSINESS OPPORTUNITIES

## Will Buy a Daily

Evening Paper, controlling interest, or third interest if remaining partners acceptable. Any town 15,000 to 50,000 population. Don't want job office. If you wish long experienced partner capable managing business or editorial end, or would retire, mail terms, sample copy. J. A. LEHNERTZ, Mgr. World Co., Toledo, Ohio.

### COIN CARDS

\$2.60 per 1,000. For 6 coins, \$3.00, any printing. DODD PRINTING CO., Fort Madison, Ia.

**WINTHROP COIN CARDS**. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. THE WINTHROP PRESS (Dept. C.) General Printers and Binders, 141 E. 25th St., New York.

### FOR SALE

**FOR SALE**—Bullock 8-page Cylinder press; complete with stereotyping outfit, engine, shafting, etc. Now running and in good condition. We are installing a new 28-page outfit. Bargain price and easy terms. DAILY ADVERTISER, Clinton, Iowa.

## FOR SALE

Goss perfecting press, printing, folding and pasting 5,000 16-page 15 x 11 in. papers per hour, or 9,000 eight-page, same size. This press does good work. Paper sold and no further use for same. \$1,000, F. O. B., Cleveland, if sold before Feb. 15. F. M. Barton, Caxton Building, Cleveland, Ohio.

### HELP WANTED

**Ad Writer** for general agency business. New England. Box 680, care Printers' Ink.

**We have an opening for the best idea man in the advertising business. Write, giving your experience. Replies will be in strict confidence. Box 675, care Printers' Ink.**

**CHICAGO** representative wanted, a "live one" to solicit for three trade papers and five directories published from Boston and N. Y. New office contemplated, already carrying considerable business. Might be handled on part time. State qualifications. Box 684, care Printers' Ink.

### ADVERTISING AGENCY MANAGER WANTED

at once to take full charge of branch agency in live Western city. Applicant must be first class on general copy, including real estate. Send samples of work and your photograph to Box 333, Winnipeg, Canada.

**A**PROMINENT Western newspaper in one of the big cities, wants an advertising solicitor who can develop new business, plan a campaign, and write the copy if necessary. Must come well recommended, have experience and a pleasing personality. Give references and salary expected with reply. Box 681, care of Printers' Ink.

**WANTED**—By leading Chicago advertising agency, manager for Art Department; one capable of high-class figure work preferred. Must have some executive ability and be able to judge and buy work of outside artists. A really big position and one with splendid future. Address, with full information, etc., Box 683, care of Printers' Ink.

**A**DVERTISING SOLICITOR wanted by publishers of established monthly magazine. Excellent opportunity to demonstrate energy and ability as a salesman. Must be producer from start. Good education and address essential. When replying give references and state experience, age and salary expected. All communications treated confidentially. Address Box 663, care of Printers' Ink.

### Business Manager Wanted

I am looking for a young man of unusual ability; one who desires to anchor permanently with a Western newspaper of more than 40,000 circulation and the unquestioned leader in its field. I have carried the responsibilities of the business for ten successful years and want an understudy to whom I can shift some of the burdens. The applicant must be of very high character, thoroughly experienced and willing to make an investment of from \$10,000 to \$15,000. Will sell stock at less than market value to suitable man. Information and references required. No hot air merchants or promoters considered. Address SUBSTANTIAL, Box 682, care Printers' Ink. █

### MISCELLANEOUS

**M**ANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.

### CHEWING GUM

Makes fetching big little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—bribe. Just the thing for expositions, etc. Write today for samples and prices. HELMET GUM FACTORY, "Ad Dept.", Cincinnati.

### POSITIONS WANTED

**F**INANCIAL MAN: Competent to take full charge of accounts and details of office; advertising and mercantile experience; desires to make a change in Philadelphia. Address, Box 671, care of Printers' Ink.

**M**Y TRADE-TALK, possessing lit, lure and logic, is pleasing, persuasive and convincing. Correspondence solicited. Age 26. Single, male, caucasian. Salary \$100. WHITE, 321 N. Delaware, Indianapolis, Ind.

**A**DVERTISING MAN SEEKS CHANGE. Twelve years in the business. Six years on copy production staff of three largest agencies. Experienced advertising manager. Capable executive and systematizer. Highest credentials. Box 678, care Printers' Ink.

**Efficiency Engineer** Factory and office cost accounting (Hollerith system). Expert on Clerical Methods, Business Appliances, Office managing. Princeton Graduate. Wide Experience—Chicago, New York, Baltimore. Will connect with large progressive concern. MERSHON, Mgr., Baltimore Business Bourse, Baltimore, Md.

**Y**OUNG MAN who knows how to dig out selling points and effectively employ them, seeks position in Advertising Dept., Agency or Service Dept. In present position as solicitor and copy-writer on large daily, has gotten business through salesmanship and held it by service. Able correspondent. Gilt-edge references. Salary at start, secondary consideration. Box 681, care of Printers' Ink.

### What Have You to Offer?

A young man of twenty-six WHO now holds a good job with an advertising agency but wants a better one. WHO has charge of dept. with seven under him. WHO is a good correspondent. WHO considers time valuable, so state full-particulars. Further information on request. ABILITY, Box 676, care of Printers' Ink.

**L**AYOUTS AND DETAILS. I wish to place a capable assistant, whom, on account of business changes, I am unable to retain. He has for two years had charge of all engraving, printing and layouts in a small but live agency, and understands the work thoroughly. Has done soliciting. Worth \$35 in present position; capable of filling a better one. New York preferred. Address Box 688, care of Printers' Ink.

**A**CCOUNTANT and Office Man (36), fourteen years' experience with a concern publishing technical weeklies, thoroughly familiar with office detail of the business, seeks executive position. Is a practical bookkeeper, accountant and systematizer versed with modern methods. Capable correspondent and able to care for collections and credits. A diligent worker, with tact, energy and executive ability. First class references. Box 666, care of Printers' Ink.

**ADVERTISING MANAGER AND SALES ENGINEER**  
 graduate of leading technical college seeks new connection. Twelve years' experience with prominent engineering companies as Advertising Manager and Data Department Engineer. Experienced in writing forceful results producing advertisements, technical literature and house-organ copy of recognized merit. Advertiser is a good organizer accustomed to handling large national advertising campaigns, and with ability to increase efficiency of sales organization by furnishing technical information, etc., for use of salesmen. Box 659, care of Printers' Ink.

## Advertising Manager— Business Executive

For past ten years with large manufacturing concern in responsible positions, open to change. Good organizer, able to analyze business problems and handle men; ambitious, progressive, loyal. Thoroughly competent to take charge of advertising and sales and to become a valuable member of the executive staff of a large concern. Prefer connection with high grade New England enterprise but would consider big opportunity anywhere. Will gladly give full particulars without obligation to inquire. Am also prepared to act as counsellor or perform special advertising service for clients for a reasonable fee. Address Box 679, care of Printers' Ink.

## I Want a Job in New York

As a leading copy-writer in one of the largest advertising agencies in the world I have a most excellent position, but for several good reasons I desire to locate in New York. The job I'm after may be with some manufacturer, or a publisher, or perhaps with another agency, but at any rate there must be lots of room to grow. And if some one will offer me such a job, I'll soon prove that I'm a grower. I can write interesting, convincing copy that sells; but I am more than a copy-writer. I can create, organize and systemize effective sales plans and campaigns. And I'm a hard worker, a good mixer, and a sticker. My age is 24. May I tell you more about myself? Address AMBITIOUS, Box 680, care Printers' Ink.

### PREMIUMS

## Parcel Post Zone Map

Now ready for distribution.  
 Latest Advertising and  
 Circulation Feature.

Write today for terms.

S. BLAKE WILLSDEN  
 32 S. Wabash Ave., Chicago

### PRESS CLIPPING

ROMEIKE'S PRESS CLIPPING BUREAU,  
 106-110 Seventh Avenue, New York City,  
 sends newspaper clippings on any subject in  
 which you may be interested. Most reliable  
 Bureau. Write for circular and terms.

### PRINTERS

**Modern Facilities for producing**  
 large runs of printing and binding. Our low  
 expenses will help you to save money. **WARD**  
**& SON, Lockport, N. Y.** Est. 1868.

### PUBLICATIONS WANTED

**PUBLISHER'S REPRESENTATIVE** covering  
 N. Y. City and adjacent territory desires  
 to add one publication to his present limited  
 list. Well acquainted among agents and adver-  
 tisers. Commission basis. L. W. LEOPOLD,  
 38 Park Row, N. Y.

### PUBLISHING BUSINESS OPPORTUNITIES

**SEE HARRIS-DIBBLE CO. for PUBLISH-  
 ING BUSINESS OPPORTUNITIES.**  
 Phone 4383 Gramercy, 46 W. 24th St., New York.

### TYPEWRITER RIBBONS

**TYPEWRITER RIBBONS**, full length, direct  
 from factory to consumer, 3 for \$1.00; \$3.98  
 per dozen. Discount on gross lots. We sell  
 Multigraph and Writerpress ribbons and Flexo-  
 type inks. Ward & Son, Dept. A, Lockport, N. Y.

## PRINTERS' INK BINDERS

### AT COST TO US

**75c. Each**  
**Post Paid**

**STRONG, CONVENIENT,  
 SIMPLE**

**PRINTERS' INK PUB. CO.,**  
**12 W. 31st St., New York**

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1911, 26,377. Best advertising medium in Alabama.

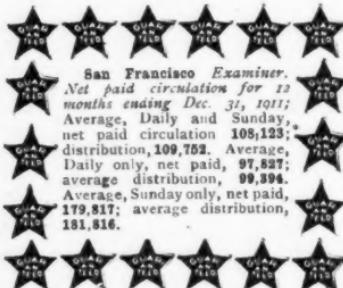
**Montgomery, Advertiser**, net av. year 1911, Dy. 17,569; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## ARIZONA

**Phoenix, Gazette**. Average Nov., 1912, 6,228 daily. A. A. A. ex. regularly.

## CALIFORNIA

**San Diego Union**. Sworn circulation, Nov., 1912, Daily, 11,681; Sunday only, 16,016.



## CONNECTICUT

**Meriden, Journal**, evening. Actual average for 1911, 7,892; 1912, 8,124.

**Meriden, Morning Record**. Daily av.: 1909, 7,709; 1910, 7,892; 1911, 8,086.

**New Haven, Evening Register**, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,475, 5c.

**New London, Day**. Evening. Circulation, 1911, 7,141; 1912, 7,467. Double all other local papers.

**Norwalk, Evening Hour**. Average circulation 1911, 3,645. Carries half page of wantads.

**Waterbury, Republican**. Examined by A. A. A. regularly. 1911, Daily, 7,616; Sunday, 7,659.

## DISTRICT OF COLUMBIA

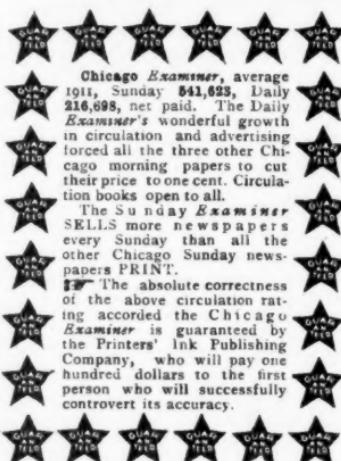
**Washington, Star**, Evening and Sunday. Average daily 4 mos. '12, \$4,154 (©). Carrier delivery.

## ILLINOIS

**Chicago, Polish Daily News (Dziennik Chacki)**. November daily average, 19,250.

**Joliet, Herald**, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

**Pearis, Evening Star**. Circulation for 1911, \$1,140.



## INDIANA

**South Bend, Tribune**. Sworn average Dec., 1912, 12,640. Best in Northern Indiana.



## IOWA

**Burlington, Hawk-Eye**. Average 1912, daily, 9,875; Sunday, 10,854. "All paid in advance."

**Des Moines, Register & Leader**. (av. '11), 35,283. **Evening Tribune**, 20,516 (same ownership). Combined circulation 55,579—35% larger than any other Iowa paper. Supreme in want ad held.

**Washington, Eye Journal**. Only daily in county. 1,976 subscribers. All good people.

**Waterloo, Evening Courier**, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

## KENTUCKY

**Louisville, Courier-Journal**. Average 1911, daily and Sunday, 28,911.

**Louisville, The Times**, evening daily, average for 1911 net paid 47,956.

## LOUISIANA

**New Orleans, Item**, 6 months sworn statement U. S. P. O. daily and Sun., net circulation 44,762.

## MAINE

**Augusta, Kennebec Journal**, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1911, daily 10,444.

**Portland, Evening Express**. Average for 1911, daily 17,629. Sunday Telegram, 13,018.

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## MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For Dec., 1912, 76,181.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)

1912, 190,149—Dec. av., 182,159.

Sunday

1912, 322,915—Dec. av., 320,644.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,983 lines

2,227,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Evening Transcript* (O.O.). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. December circulation averages of *The Boston Post*; *Daily Post*, 401,460; *Sunday Post*, 321,504.

Boston, *Herald* and *Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. 8,408. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,562; 1911, 16,987; 1912, 18,358. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Large st'ev'g circ.

## MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,465.

Jackson, *Patriot*. Aver. year, 1912, daily ★ 10,475; Sunday, 11,464. Greatest circulation.

## MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,350.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (O.O.). In 1911 average daily circulation, O.O. evening, 78,119. In 1912 average Sunday circulation, 92,208. Daily average circulation for Dec., 1912, evening only, 85,215. Average Sunday circulation for Dec., 1912, 88,833.



## CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,556. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.

## MISSOURI

St. Louis, *National Farmer and Stock Grocer*, Mo. Actual average for 1912, 133,483.

## NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,567 daily average 1912.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; '10, 19,288; '11, 20,115.

## NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 18,155. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,408.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 80,268; *Enquirer*, evening, 33,591. Buffalo, *Evening News*. Daily average, 1912, 99,565.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,759.

## NEW YORK CITY

The Globe. Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, January 1st to December 31st, 1912, 129,427. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1911, 20,317. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75% "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra. Utica, *National Electrical Contractor*, mo. Average for 1912, 2,666.

## NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (e.), av. Dec., '12, 4,146. Semi-Weekly *Sentinel*, av. Dec., '12, 6,321.

## OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 95,129; Sunday, 125,191. For Dec., 1912, 103,732 daily; Sunday, 140,769.

Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

## PENNSYLVANIA

Erie, *Times*, daily. 21,646 average, Dec., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Philadelphia, *The Press* (O.O.) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1912, 98,251; the Sunday *Press*, 176,787.

Washington, *Reporter and Observer*, circulation average 1911, 12,825.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1912, 15,185. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



*Wilkes-Barre, Times-Leader*, eve., net, sworn, 18,668, 9 mo. to Sept. 1, '12. A. A. examination. *Williamsport, Daily Sun and News*. Average for December, 1912, 17,028.

*York, Dispatch and Daily*. Average for 1912, 18,688. Covers its territory.

#### RHODE ISLAND

*Pawtucket Evening Times*. Average circulation for 1912, 21,007—sworn.

*Providence, Daily Journal*. Average for 1912, 33,087 (©©). Sunday, 32,585 (©©). *Evening Bulletin*, 52,847 average 1912.

*Westerly, Daily Sun*, George H. Utter, pub. Circulated in Conn. and R. I. Cir., 1911, 8,445.

#### SOUTH CAROLINA

*Charleston, Evening Post*. Evening. Actual daily average 1911, 8,289.

*Columbia, State*. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,525. August, 1912, average, daily, 20,986; Sunday, 20,956.

#### VERMONT

*Burke, Times*, daily. Only paper in city. Av. 1912, 6,083. Examined by A. A.A.

*Burlington, Free Press*. Examined by A. A. A. 9,418 net. Largest city and state.

#### VIRGINIA

*Danville, The Bee (eve.)* Aver. Dec., 1912, 5,414. *The Register (morn.)*, av. Dec., '12, 3,167.

#### WASHINGTON

*Seattle, The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 66,000 daily, 82,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The Times in 1911 beat its nearest competitor by over two million lines in advertising carried.

## Want-Ad Mediums

#### CONNECTICUT

*MERIDEN Morning Record*. Unusually large lead in Want Ads, in exceptionally profit-able field. Rate, cent a word; 5 cts. for 7 times.

*NEW HAVEN Register*. Leading want ad medium of State. Rate 1c. a word.

#### DISTRICT OF COLUMBIA

*THE Evening and Sunday Star*, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

#### ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the Post-office Review, and that's why *The Daily News* is Chicago's "want ad" directory.

*THE Chicago Examiner* with its 541,623 Sunday circulation and 216,898 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

#### MAINE

*THE Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

#### MARYLAND

*THE Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

#### PENNSYLVANIA

*THE Philadelphia Record* carries more Want Ads than any other Philadelphia daily. It is the recognized Want Ad Medium of Philadelphia.

#### NEW YORK

*THE New York Tribune* carries more Want Ads than any other New York daily. It is the recognized Want Ad Medium of New York.

#### NEW JERSEY

*THE Newark Evening News* carries more Want Ads than any other Newark daily. It is the recognized Want Ad Medium of Newark.

#### NEW HAMPSHIRE

*THE Manchester Union Leader* carries more Want Ads than any other Manchester daily. It is the recognized Want Ad Medium of Manchester.

#### NEW ENGLAND

*THE Boston Herald* carries more Want Ads than any other Boston daily. It is the recognized Want Ad Medium of Boston.

#### NEW YORK CITY

*THE New York World* carries more Want Ads than any other New York City daily. It is the recognized Want Ad Medium of New York City.

#### NEW YORK STATE

*THE Albany Times Union* carries more Want Ads than any other Albany daily. It is the recognized Want Ad Medium of Albany.

#### NEW YORK CITY

*THE New York Evening Journal* carries more Want Ads than any other New York City daily. It is the recognized Want Ad Medium of New York City.

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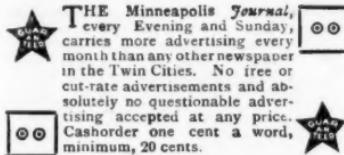
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#### NEW YORK CITY



**THE Minneapolis Journal**, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cashorder one cent a word, minimum, 20 cents.



#### NEW YORK

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Want and Classified Ads.

**THE Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rates card.

**OHIO**  
**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

**PENNSYLVANIA**  
**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

**UTAH**  
**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## (○○) Gold Mark Papers (○○)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ○.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

#### ALABAMA

**The Mobile Register** (○○). Established 1821. Richest section in the prosperous South.

#### DISTRICT OF COLUMBIA

**The Evening and Sunday Star**. Dy av. 1st 4 mos. '12, 64, 154. (○○) Delivered to nearly every home.

#### ILLINOIS

**Bakers' Helper** (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (○○). Actual average circulation for 1910-11, 17,104.

#### KENTUCKY

**Louisville Courier-Journal** (○○). Best paper in city; read by best people.

#### MASSACHUSETTS

**Boston, American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (○○).

**Boston Evening Transcript** (○○), established 1830. The only gold mark daily in Boston.

**Worcester L'Opinion Publique** (○○). Only French paper among 75,000 French population.

#### MINNESOTA

**The Minneapolis Journal** (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

#### NEW YORK

**Brooklyn Eagle** (○○) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (○○), the recognized authority of the Dry Goods and Department Store trade.

**Electrical World** (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. **McGRAW PUBLISHING CO.**

**Engineering Record** (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. **McGRAW PUBLISHING CO.**

**Hardware Dealers' Magazine** (○○). Specimen copy mailed on request. 253 Broadway, N.Y.

**New York Herald** (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

**The Evening Post** (○○). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."

—Printers' Ink.

**Scientific American** (○○) has the largest circulation of any technical paper in the world.

**The New York Times** (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

**New York Tribune** (○○), daily and Sunday, Daily, now one cent—the best for the least.

#### PENNSYLVANIA

**The Press** (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1912, sworn net average, Daily, 93,251; Sunday, 175,787.

## THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

#### RHODE ISLAND

**Providence Journal** (○○), only morning paper among 600,000 people.

#### TENNESSEE

The Memphis **Commercial-Appeal** (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

#### WASHINGTON

The Seattle **Times** (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

#### WISCONSIN

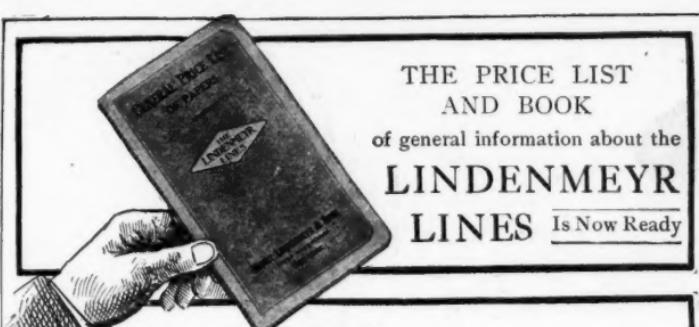
The Milwaukee **Evening Wisconsin** (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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We want this book to be in the hands of every one in the trade. It is a review and comprehensive arrangement of our stocks indexed completely, making every item instantly accessible. You will no doubt be astonished to see the multitude and variety of goods listed and yet—there are stocks which we found inexpeditious to catalogue.

In order to keep abreast with the ever changing conditions we invite your correspondence and suggest (if you have not already done so) that you place your name on our mailing list.

We are going to distribute the Price Lists at once and by the time this advertisement is read they should be fairly under way. If, however, the book does not reach you in due season, kindly advise us.

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Henry Lindenmeyr & Sons  
PAPER WAREHOUSES  
20 Beekman Street      32, 34, 36 Bleecker St.  
NEW YORK CITY

**Get on  
the mailing  
list for  
“Footprints”**



"FOOTPRINTS," our little monthly publication, contains the really worth-while advertising experience and practice of a number of active advertising men. We want your name on our mailing list for the January and succeeding issues—just a request on your business stationery will put it there. "Footprints" carries no advertising—its policy is just one of friendly helpfulness and better acquaintanceship.

**A 50% Increase in One Year** When on the first of February, 1912, we moved into our present extensive offices occupying an entire floor in one of New York's largest buildings, it was thought each department of our complete organization would have ample elbow-room for several years to come. In less than a year, however, our business has grown so rapidly and to such proportions that a fifty per cent increase in floor space has been necessary to meet the requirements of our steady growth. Our increased facilities will mean even greater service efficiency for both our present and future clients.



**ALLEN ADVERTISING AGENCY**

141-145 WEST 36<sup>TH</sup> STREET  
HERALD SQUARE BUILDING  
NEW YORK